SEPTEMBER, 1953

PACIFIC FISHERMAN

LIBRARY
FISH & WILDLIFE SERVICE
PACIFIC OCEANIC FISHERY
INVESTIGATIONS
SEP 23 1953

LIBRARY PACIFIC
OCEANIC FISHERY INVEST
P O BOX 3830
HONOLULU T H
310-52

P. 25
39
53

ED

H

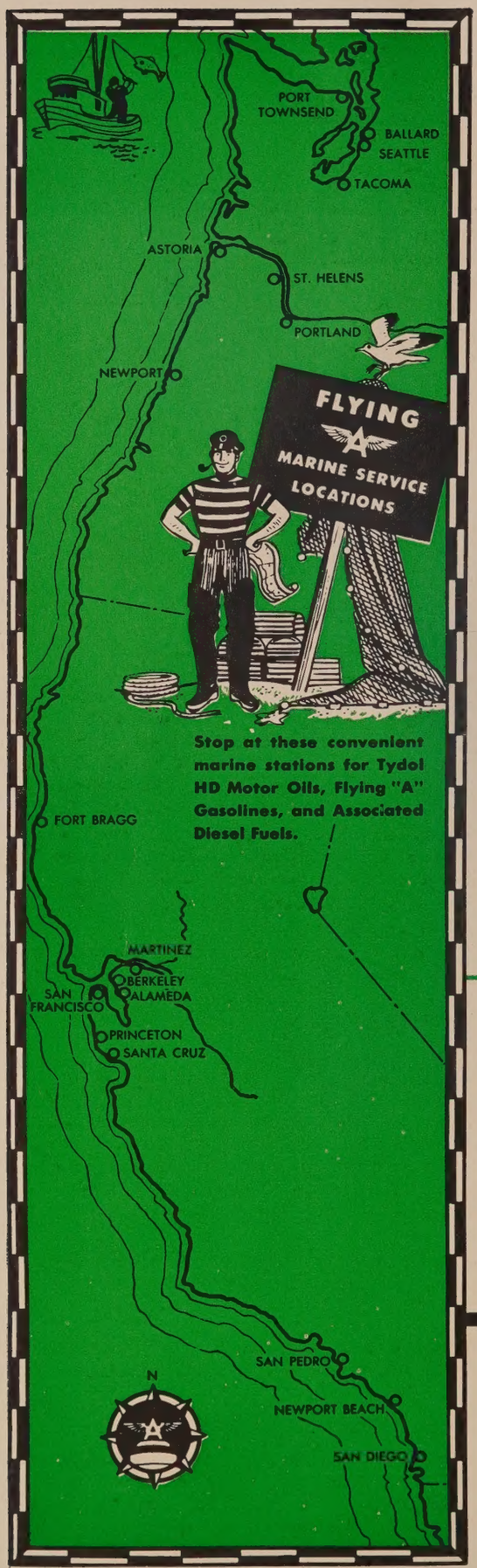
ISING

ort

e

ry

19



TYDOL HD

Gives You More Time at Sea

Yes, you'll spend *more* time fishing...*less* time overhauling, with Tydol HD on the job. Active detergents in this modern heavy duty motor oil *stop* sludging...keep busy engines clean and free. And Tydol HD neutralizes combustion acids; safeguards rings and bearings from corrosion and excess wear.

For dependable performance wherever you sail, change to the oil that *cleans* as it *protects* as it *lubricates*...Tydol HD.

2 Great Oils for Heavy Sea Duty

100% paraffin base high V. I. motor oils, scientifically compounded with selected additives for heavy duty.

TYDOL HD—High Detergency...for any marine engine in normal heavy duty.

TYDOL HD S-1—Higher Detergency...for hard, heavy marine diesel service; for any engine subject to continued overloading.

Ask your nearby Associated Representative which Tydol HD meets your needs.

TYDOL HD
MOTOR OIL

TIDE WATER ASSOCIATED OIL COMPANY (Western Divisi

PACIFIC FISHERMAN

nber, 1953 Volume 51, No. 10

TABLE OF CONTENTS

ian Sockeye Run Highlights Season 13
ED FISH ADVERTISING—
Report to the Industry 19
and Fish—Can They Use
e Same Stream? 25
IC FISHERMAN'S NEWS 27
Law Makes Trawl Gear Changes 29
Seiners Out-Fish Table Gear 35
Handling Helps to Keep Competitive 40
FISH MARKETING 65

Gilbert ..... Editor
Ponsford ..... Associate Editor
F. Leete ..... Associate Editor
s L. Shaw ..... Associate Editor
Tillyard ..... Advertising Mgr.

A Miller Freeman Publication

Freeman ..... President
ice K. Smith ..... Vice President
n B. Freeman ..... Vice President
Freeman, Jr. ..... Secy.-Treasurer

Publishing Office
815 Witmer St., Los Angeles 17, Calif.
DUnkirk 9-1112

Editorial & Advertising Offices
71 Columbia St., Seattle 4, Wash.
MAin 1626

agton Av., New York 17, N. Y. ..... MUrray Hill 3-9294
ward St. (Rm. 308), Chicago 26, Ill. ..... ROgers Park 4-3420
mk Bldg., Vancouver, B. C., Canada ..... MArine 7287
Third Av., Portland 4, Ore. ..... BEacon 6348
nd Street, San Francisco 5, Calif. ..... GArfield 1-5887
valon Blvd., Wilmington, Calif. ..... TErminal 4-4538
ite St., New Orleans 18, La. ..... AMhurst 2762

SUBSCRIPTION RATES: U. S. and Canada—one year $3.00; two years $5.00; three years $7.00. Other countries—one year $4.00; two years $7.00.

CHANGE OF ADDRESS: Please send notice of change of address as early as possible, and oth old and new addresses, plus zone number at new address.

SING: Complete plates only should be sent to the Publishing d Los Angeles . . . Advertising copy and cuts, instructions and orders should be sent to the Seattle office.

FISHERMAN (with which is combined West Coast Fisheries). monthly except January when publication is semi-monthly, Freeman Publications, at 815 Witmer St., Los Angeles 17, . Entered as second class matter at the Post Office, Los California, under Act of March 3, 1879. Postmaster, please ce 3579 to PACIFIC FISHERMAN, 121 Second St., San Fran- California.

Puget Sound and British Columbia Brightest Spots in Salmon Canning

Late August closing of this issue found British Columbia and Puget Sound as the brightest spots in a dull outlook for canned salmon generally.

With their Pink packs still largely to be made, and the prospect then rather favorable, these regions seemed to be in preferred position.

Western Alaska was closed, with one of the smallest Bristol Bay packs on record—443,000 cases. Only 1951, with 310,000 cases; 1942 with 438,000; 1940 with 403,000; and 1935 with 231,000 being poorer in the last 30 years.

Central Alaska closed fairly well in some districts, where runs were good enough to merit a few brief end-of-season extensions.

At presstime Southeast Alaska fishing was extremely poor. Some areas were being closed. No optimist was to be found.

British Columbia, on the other hand, was having another good season—latest in a series which have seen an upbuilding resource in the Province while fisheries of Southeast Alaska, just up the coast, seemed on the decline.

At presstime the reported B.C. Sockeye pack led comparable dates in the previous five years; and the total for all species was well above the five-year average. Pinks had hardly begun to run.

Puget Sound similarly had a good Sockeye pack in the warehouses as August turned into its last half, and was ready for the biennial Pink run—which fishermen felt would be up to the average.

Formal opening prices had not been named by any of the market leaders at presstime; but independent factors generally were offering Alaska tall Reds at $27 for standard goods; with Red talls canned from frozen fish $2 cheaper at $25.

Pink talls were being quoted at $18.50 and Chums at $14.50.

At that time the market was a tentative one, strictly subject to revision as the Pink and Chum packs, as well as the pricing of advertised brands, became known.

Canadian Halibut Commissioners

Continuing the policy evidenced in its appointments to the International North Pacific Fisheries treaty, the Canadian government in August appointed men who are active participants in the industry as Canada's commissioners under the new halibut treaty.

Thus, Richie Nelson, president of Nelson Brothers Fisheries, Ltd., and Harold Heilane, an active fisherman of Prince Rupert, were appointed to the commission. George R. Clarke, Canada's assistant deputy minister of fisheries, holds-over as the member representative of the Dominion fisheries department.

THE COVER PHOTO

Nick Ventrice of Pittsburg, Calif., snatches his red salmon gillnet from the power roller of a modern power boat owned by Bristol Bay Packing Co. and fishing for its Pedersen Point cannery.—Northwest Orient Airlines photo.

Ederer Netting gives consistently longer service, thereby reduces your netting costs. Ederer's advanced methods of inspection and testing provide you with the strongest and most functional netting on the market. Special machinery has been designed and made in their plants, to produce non-slipping knots. A feature that means thousands of dollars in profits for the commercial fishermen. Special tarring facilities are used for those who need their netting protected from the elements. Ederer's tarring methods are famous for their adhesion and flexibility. These are only a few of the "Extra Somethings" offered by Ederer. See your Ederer dealer listed below today — and fish with Ederer Netting that holds your profits at the peak level.

Made in America . . . by Americans . . . for Americans

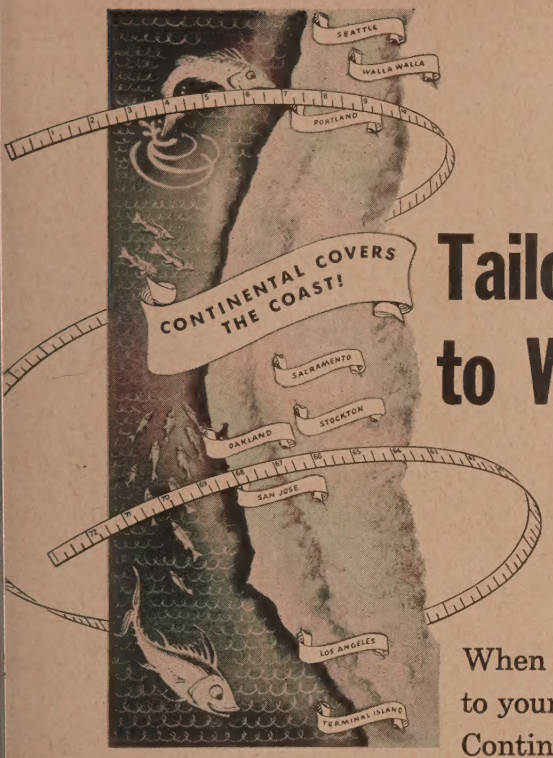
EDERER
Netting
Since 1881

PACIFIC COAST DISTRIBUTORS

C. J. HENDRY COMPANY
San Pedro San Diego
San Francisco, California

THE BEEBE COMPANY
Portland, Oregon
Astoria, Oregon

SUNDE & D'EVERS COMPANY
Seattle, Washington
Ketchikan, Alaska



Tailors by appointment to Western fish packers

When you want Package Service tailored to your measure, the place to come is Continental. We've been making containers for Western fish packers for nearly 27 years. Four of our nine Coast plants devote most or all of their production to cans for salmon, tuna and sardines.

This means that we are able to give you the right cans at the right time. Further, it means that we are able to hustle to your side when you need any of the research or engineering we have available. (Incidentally, there are Continental research laboratories at Seattle, Hayward and Whittier.)

We operate on the premise that no two of our customers are alike. In every case, we try to adapt ourselves to your needs. Why not try our Tailor-Made Service?

CONTINENTAL CAN COMPANY

1120 WILSHIRE BLVD., LOS ANGELES 17
USS BUILDING, SAN FRANCISCO 4 • SKINNER BUILDING, SEATTLE 1

"The CAT* has never left us at sea in 9 years"

—WILLIAM W. VALOR

HERE's the *Blakely*, coming low in the water, with a 14-ton catch of albacore in her hold. Fishing out of San Pedro, California, this 45-foot boat is powered by a Caterpillar D8800 Marine Engine that gives her 8 knots speed.

In 33,450 hours of steady sea duty, this engine has had just one overhaul—total cost, $650. Owner William W. Valor, shown in the inset above, says: "The thing I like best about this engine is *dependability*. It has never left us at sea in 9 years of fishing, and several times we've towed others in. Economy is another big factor. I think this is the most dependable marine engine built today."

Caterpillar Diesel Marine Engines are honestly rated to deliver *all* the horsepower promised at the propeller. They're available in 12 sizes, up to 400 HP for continuous, non-stop duty; marine electric sets up to 315 KW. And they all operate on low-cost No. 2 furnace oil without fouling, even when idling.

With a Cat Engine under the hatch you can spe your time fishing—not fixing. And its long life is back by well-equipped dealers giving dockside service in ev port. Let your Caterpillar Dealer prove what this relia power can do for you. Give him a call today.

CATERPILLAR, San Leandro, Calif.; Peoria, Ill.

CATERPILLAR

*Both Cat and Caterpillar are registered trademarks—

WE'VE MADE CLAIMS... NOW MAKE US PROVE THEM

Quality Always

FOR many years the canned salmon industry has utilized its resources to give consumers a better product constantly improving production and distribution methods.

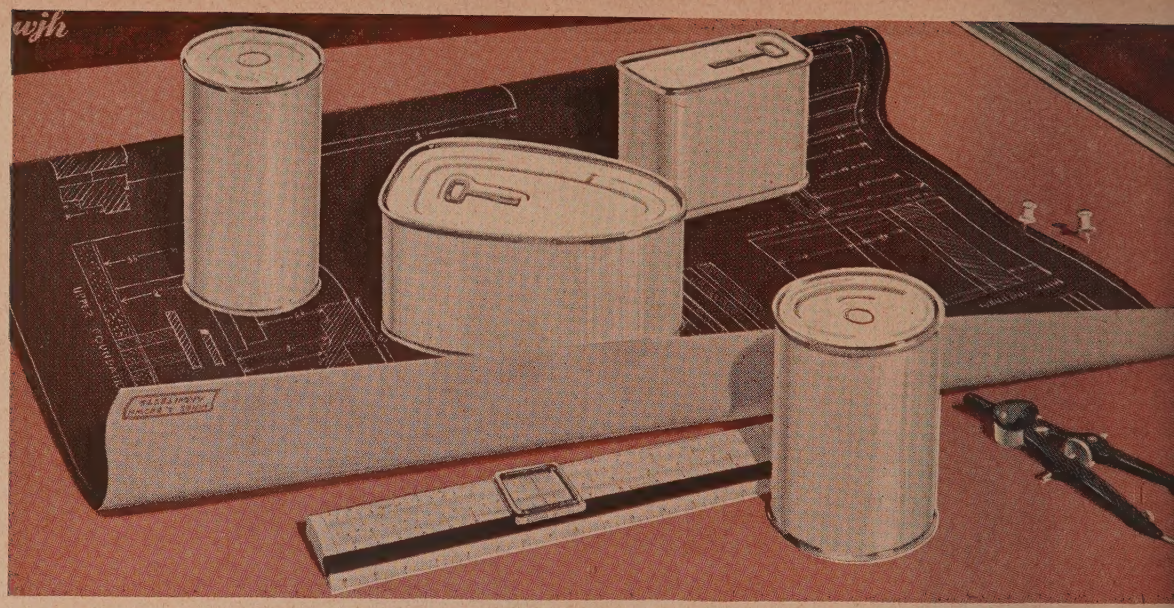
Today, the industry offers with pride a consistently fine basic food that is rich in nutritional value, appetite appeal and adaptability to modern mealtime needs.

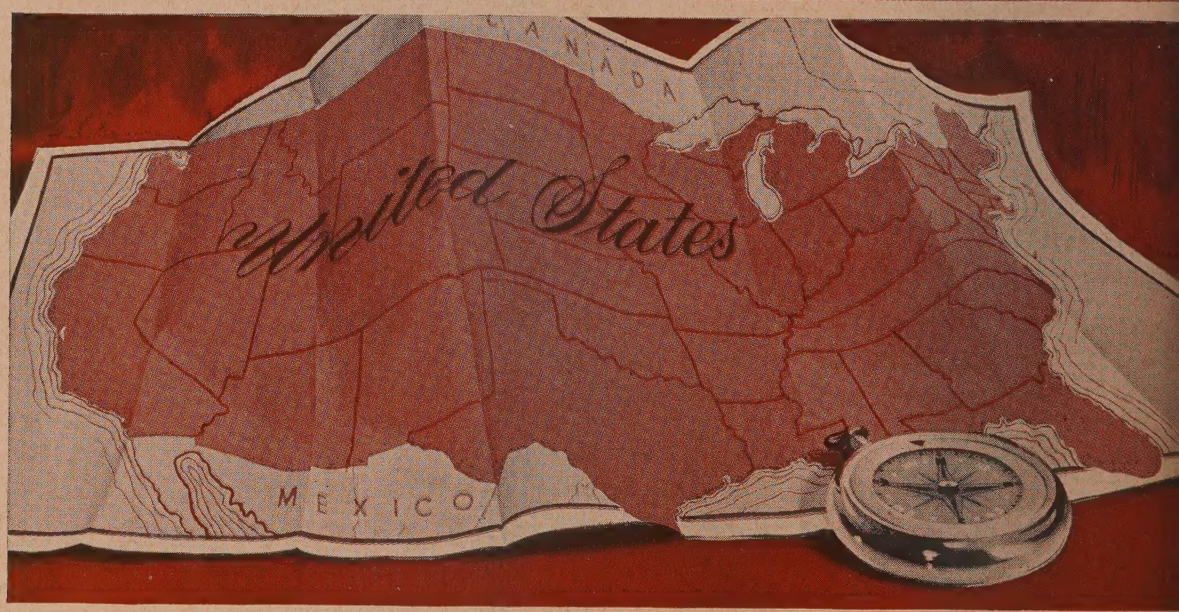
A one-pound can of salmon contains enough health-building goodness to feed a family of four a delicious, satisfying meal. High in protein content, it boasts many other essential food requirements also. *Canned salmon is actually an economy food!*

All the facilities of Pacific American Fisheries are pledged to continued development of the industry.

PACIFIC AMERICAN FISHERIES, Inc.
South Bellingham, Washington
"Quality Always"

Sales Subsidiary: **DEMING & GOULD COMPANY, South Bellingham**




CANADA
United States
MEXICO

SEPTEMBER
1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30

What you want...

Where you want it...

and when!

...anco *offers* you the finest full line of cans for ...h and fish products available anywhere. *What-*...*er* your need, *wherever* your need, Canco has ...e *right* package.

Take the simple word, "Ability." When a supplier has that—*plus* enterprise and foresight—it becomes an even more important word: "Availability."

Time after time, since the turn of the century, manufacturers have come to Canco wanting new and different types of packages for new and different types of products. Time after time . . . we've been *ready* with the answer.

For Canco doesn't wait to be asked. We are constantly striving to improve the methods and materials we use to help customers and prospective customers market their products more profitably.

In short, no other organization can match Canco's *combination* of people, conveniently located plants, research, technical assistance, delivery service, quality and experience. As a result, you get *what* you want . . . *where* you want it, and *when!*

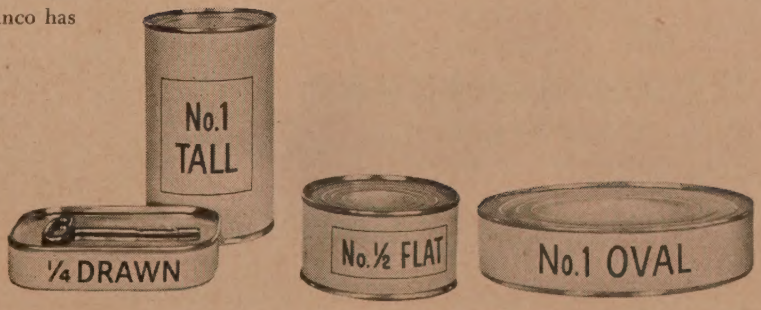
That's why it's just plain common sense to

Go first to the people who are first!

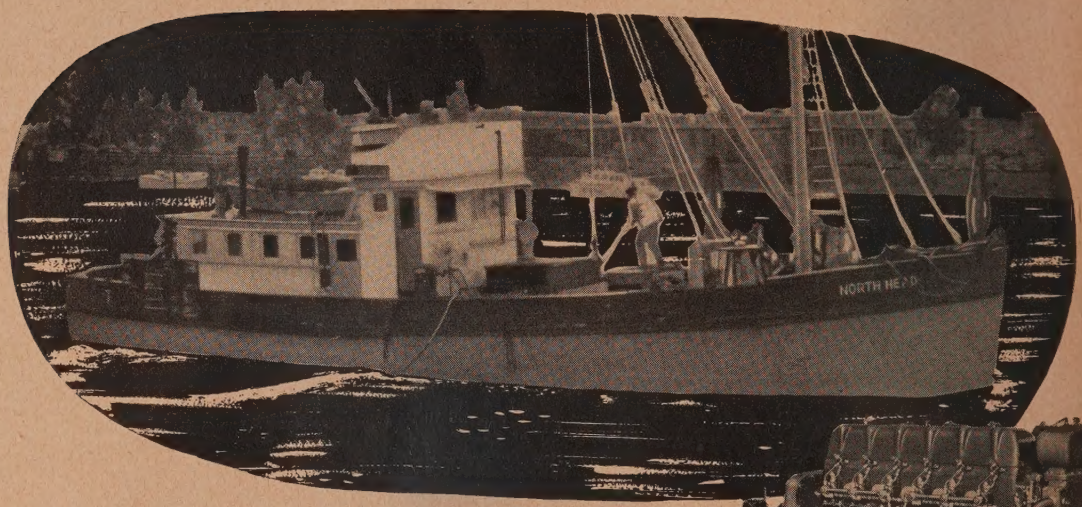
AMERICAN CAN COMPANY

CANCO

New York, Chicago, San Francisco; Hamilton, Canada



she's trawler troller crabber all in one!



repowered to pay bigger returns

P&H Marine Diesel Model 687CM. 138 h.p. at 1400 r.p.

by a P&H MARINE DIESEL 2-Cycle

There's nothing routine about the fishing job of "North Head"! She's trawler, one day! Troller the next! Then crabber. Working out of Eureka, California, she leads a busy life keeping her owner's famous restaurant, "Spenger's Fish Grotto", abundantly supplied with fresh sea food.

You can be sure that *fast* trips and *steady* fishing are important here. That's why "North Head" has been repowered with a 6-cylinder, P&H Marine Diesel! *This* engine is master of the job in every way: It's more powerful for its size...has more modern 2-cycle design. It's dependable all the way...from slow idle to wide open. P&H's experience in designing for the toughest diesel service known assures it! And it has an operating economy that turns fuel-buying dollars into greater fishing profit.

Benefit from all the engineering advancements of a P&H Marine Diesel. Models from 40 to 138 h.p., 2, 3, 4 and 6 cylinders. See your P&H representative for all the facts. Or write us.

P&H DIESEL ENGINE DIVISION
HARNISCHFEGER CORPORATION
CRYSTAL LAKE • ILLINOIS

Fishing is tough on engines. Eventually parts need replacing. When that time comes, it's a far faster and easier job with a P&H! For example, you can replace a complete cylinder assembly—head, liner, piston and rod—as a single unit in just 40 minutes. And you don't have to drop the oil pan!

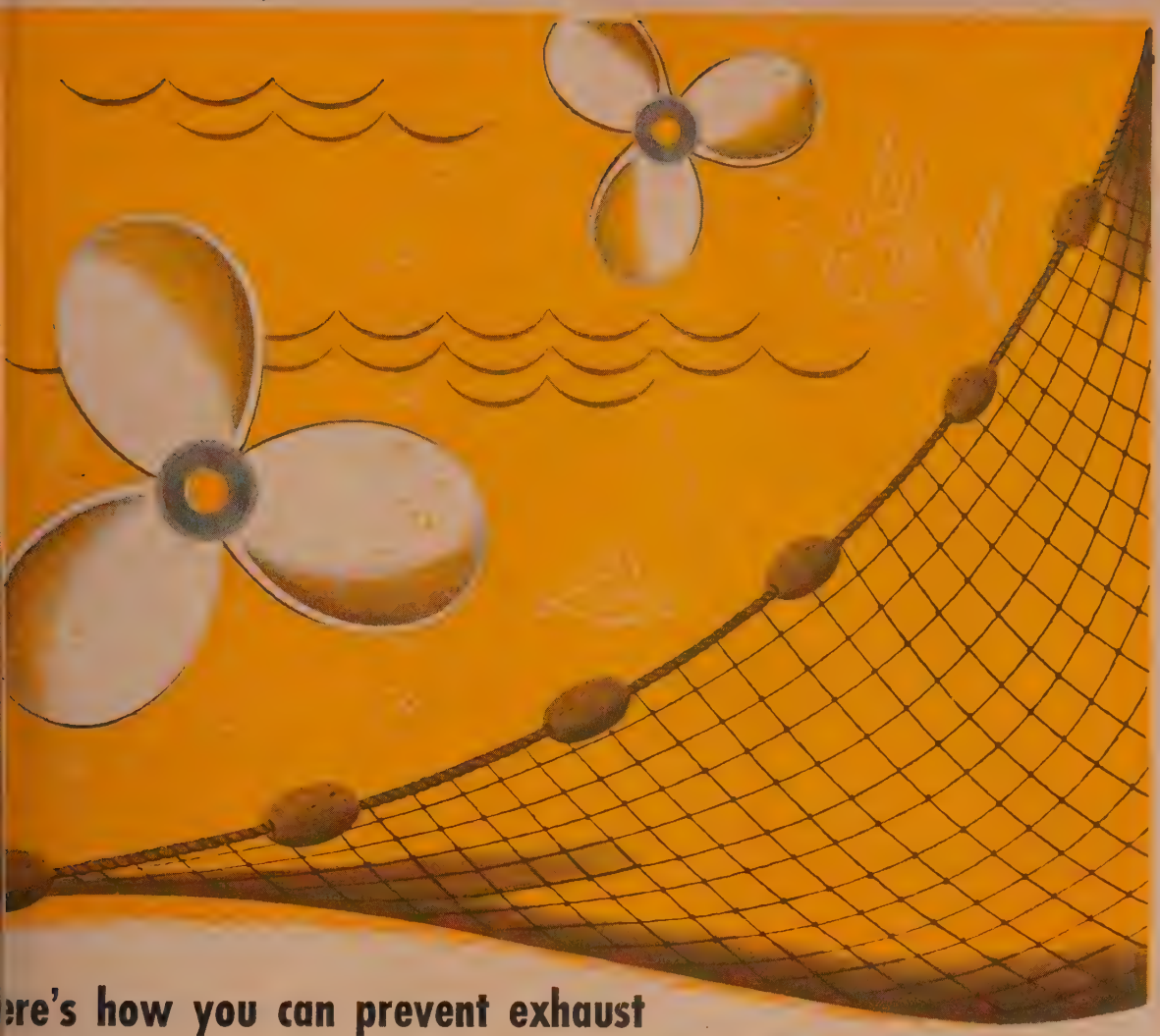
ENGINE SALES & SERVICE
Los Angeles, Calif.

•

MARINE & INDUSTRIAL POWER, INC.
San Diego, Calif.

•

PARKER DIESEL ENGINEERING
Oakland, Calif.



ere's how you can prevent exhaust ort-fouling problems . . . Minimize over-all engine wear with

SHELL TALONA OIL

ow—by using Shell Talona Oil, operators fishing craft find they completely eliminate t-fouling problems and at the same time nimize engine wear. Continued use of Shell lona Oil has lengthened time between over-ls to an extent formerly thought impossible. The low-carbon-forming tendency of Shell lona Oil prevents port-fouling, even in the reme range of jacket temperatures normal fishing craft operation. The small deposits carbon that do form are soft, flaky and self-aning.

n addition to freedom from port-fouling, Shell Talona Oil gives all these advantages to fishing craft operators.

1. **Superior anti-wear properties**
2. **Outstanding oxidation stability**
3. **Excellent engine cleanliness and detergent-dispersant action**
4. **Protection against bearing corrosion**
5. **Proper lubrication of all moving parts**
6. **Maximum resistance to foaming**

Get the full story about Shell Talona Oil. See the Shell Marine dealer in your port.

SHELL

SHELL TALONA OIL

SMOOTH SAILING AT LOW COST DEPENDS ON THE RIGHT LUBRICANTS FOR EACH BOAT....

YES, BUT WON'T THAT COST ME A LOT MORE MONEY?

THAT'S RIGHT, ED...GENERAL PETROLEUM HAS THE MOST COMPLETE LINE OF MARINE LUBRICANTS OF ANY COMPANY.

NOT AT ALL...THE FEW EXTRA PENNIES YOU SPEND FOR THE **RIGHT** LUBRICANTS COULD SAVE YOU THOUSANDS OF DOLLARS IN COSTLY BREAKDOWNS. LOTS MORE THAN YOUR TOTAL LUBE PURCHASES FOR TWO WHOLE YEARS.

WELL, YOU HAVE A POINT THERE.

NOT ONLY THAT, G. P. HAS THE **KNOW-HOW** IT TAKES TO ASSURE YOU OF BETTER BOAT OPERATION AT LOW COST.

THAT'S WHY G. P. MARINE LUBRICANTS, MORE THAN ALL OTHERS, ARE **SPECIFIED** BY ENGINE BUILDERS ON THE RECOMMENDATION PLATE

HOWE BOAT WORKS
WILMINGTON, CALIF.

SIZE	MODEL	SERIAL
22-C	B-301	C-37511

CARGO WINCH LUBRICATION INSTRUCTIONS

PART	METHOD	LUBRICANT
ENCLOSED GEARS	OIL SPLASH	Gargoyle Compound No.2
OPEN CHAIN	OIL CAN	Eagles Oil
MOTOR BEARINGS	GREASE GUN	Gargoyle Grease BRB No.1

THESE ARE SOCONY-VACUUM PRODUCTS 6-15-47

SOUNDS GOOD ENOUGH TO ME, TOM, AND WE'VE BEEN HAVING A LITTLE TROUBLE. LET'S GIVE IT A TRY.

Fishing boat operators all over the West have found General Petroleum's policy of the RIGHT lubricant in the RIGHT place at the RIGHT time their best assurance of smooth sailing at low cost. Your boat, too, can benefit from G. P.'s long experience in the marine maintenance field. Visit your friendly G. P. marine distributor the next time you're in port for the tops in service and products... you'll be glad you did.

GENERAL PETROLEUM CORPORATION

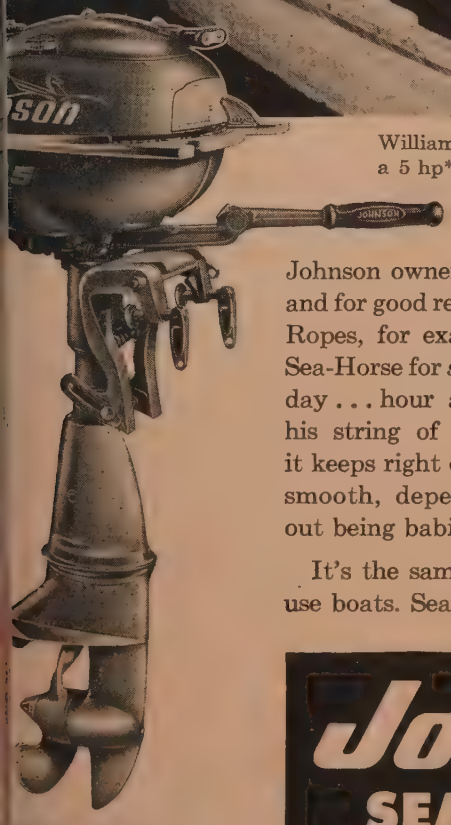
converting nature's gift for better living

SOCONY-VACUUM

11-47

Best Friend A FISHERMAN EVER HAD!

William A. Ropes, Jr., lobster fisherman at Round Pond, Maine uses a 5 hp* Johnson Sea-Horse on his 14-ft. skiff.



Johnson owners are a loyal bunch—and for good reason! Take lobsterman Ropes, for example. He bought his Sea-Horse for *service*. He uses it every day . . . hour after hour . . . to tend his string of 40 lobster pots. And it keeps right on delivering the same smooth, dependable power—without being babied.

It's the same story wherever men use boats. Sea-Horses power barges, outboard freighters, water taxies, dugouts, cruisers, and canoes. They sing along day after day, year after year in obstructed waters or clear, shallow or deep, salt or fresh—in torrid climates or frigid.

Ask your Johnson Dealer how a DEPENDable Sea-Horse can make your job easier, save you money. Look for his name under "Outboard Motors" in your classified phone book.

ISON SEA-HORSE 5
World's largest-selling
rd. Neutral Clutch. No
in. Only . . **$187.50†**

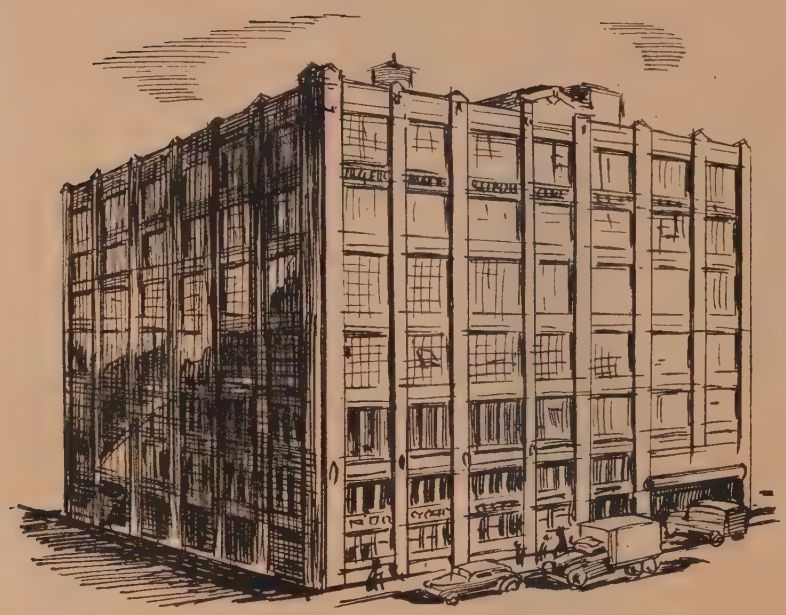
Johnson SEA-HORSES FOR DEPENDABILITY

**All horsepower is OBC Certified brake horsepower at 4000 rpm.*
†Price f.o.b. factory, subject to change.

FREE Send for free catalog. Describes, in detail, the 4 great Sea-Horses—from 3 hp* to 25 hp.*

JOHNSON MOTORS
6700 Pershing Rd., Waukegan, Ill.
In Canada: Manufactured by Johnson Motors, Peterborough

EVERYTHING YOU NEED! WHEN YOU WANT IT!



The Pacific Marine Supply Company is one of the most modern, complete marine supply organizations in the world, distributing everything for the use of the fisherman, cannery man, boat builder, ship operator and pleasure craft owner. Pacific Marine Supply occupies a modern six story and basement building with 109,200 square feet of floor space housing 10 specialized departments. The company's latest catalog contains 16 sections listing over 20,000 items selected and stocked to serve the marine industry of the Pacific Northwest and Alaska.

Quality Lines for Top Notch Operatio

BARBOUR'S NYLON & LINEN NETTING

Top quality, double knot, Longer lasting. Fisherman's favorite for over 100 years.

GOLD MEDAL COTTON NETTI & TWINE

Best netting that can be bought. Fishes better and lasts longer.

PLYMOUTH ROPE & TWINE

Purse lines to pot warp—extra life, strength and safety. Try Plymo "Ship" brand.

BENDIX DEPTH RECORDERS & INDICATORS

There is a Bendix for every job. Fiv models to choose from. Select the one designed for your work.

EDWARDS TRAP NETTING & W

Trap wire of uniform size, fully galvanized. Wire Rope built for fishermen who want the best.

WOOLSEY MARINE PAINTS

Cut expense with longer lasting hull and bottom paints. Rugged and dependable, covers better and stays bright.

SURECHO DEPTH SOUNDERS

Registers to 60 fathoms. Accurate compact, built for better fishing.

PYRENE & CO. TWO FIRE EQUIPMENT

Fire extinguishing systems for boats shore plants. Complete protectio moderate cost.

PACIFIC MARINE SUPPLY CO.

Serving the Northwest and Alaska since 1897

1217-1223 WESTERN AVE., SEATTLE 1, WASH. MAIN 1573

ockeye Run to Canadian Rivers ighlights 1953 Salmon Season

IEWED from almost every ngle, the Fraser River's Sock- ye harvest this season has been outstanding.

duction has been so great that of the Canadian packers ex- d concern as to how their share be marketed satisfactorily, in of the uncertain export situa- nd the limited purchases from nited Kingdom and other over- countries.

n though raw fish prices were is year, the fishermen had few for complaint because they all bountifully in the catch.

he happiest position of all were embers of the International Pa- Fisheries Commission and the biologists who saw in the mounting catch returns complete confirmation of their hopeful forecasts, and a dramatic demonstration of the efficacy and value of the fishways at Hell's Gate and of the wisdom and skill exercised in the scientific planning of the fishery's restoration.

During the first week of August it was obvious that the big run of 1941 would be surpassed and that the historians would have to go back to 1917 for a comparable *cyclic* performance, because already 295,000 cases had been packed in British Columbia alone, compared with 279,000 at the corresponding time in 1941, when the average size of the fish caught was considerably smaller. And catches continued heavy, with 52,000 Sockeyes being taken by American fishermen August 4 and 48,000 the following day as an indication of how the harvest was being sustained.

1953 Sockeyes Packed From New-Built Runs

The Sockeye run which contributed most to the 1941 record was principally from the Chilko, and it was seriously blocked at Hell's Gate since the fishways at that time were not in operation, and escapement to the spawning grounds was limited in consequence. This year, the runs that have been responsible for superiority over 1941 *actually did not exist that year.* They are the result of the gradual build-up brought about through conservation measures in which the Hell's Gate fishways have played a dominant role. And this year's escapement has been generally good, bunched somewhat perhaps, but well distributed for production.

At August 1, the total Canadian Sockeye pack for all areas was 410,- 926 cases, and it was predicted by the Canadian fisheries department that the total for the season would be at least 500,000 cases. From the marketing standpoint, packers would probably have been as well satisfied with 150,000 fewer cases of Sockeye than that, with perhaps 500,000 cases of Pinks. The Pinks were late in showing; but 1953 was expected to be a good year for Pinks on the Fraser, and the river was responding according to hopes. Elsewhere the Pinks were behind schedule.

The remarkable showing of the early-run Sockeye might have been deceptive to those who regarded the Fraser as the main source of the fish and who did not realize that in terms of breaking records the cycle figures had been taken into account. Actually, the overall salmon pack this year may not be much better than average, but it will be strong in Sockeyes.

The Fraser, of course, is only one of several Sockeye sources in British Columbia. During the decade 1941-51

rozen Tuna Imports ift 1953 Pack High

ne Southern California tuna in- approached the final quarter 3's operations, it was slightly in tonnage and pack, but only e of the increasing flood of raw imports of Albacore, Yel- and Skipjack.

nterest was the slow start of mestic Albacore season. July ry spotty in yield and the best were made in waters far f where the Longfins are usu- orked in the high seas off

the sudden appearance of , in waters far offshore of a ile coastline, took the seiners prise. The catch recorded by receipts for July 901 tons, ly half the tonnage, the rest a ready sale in Los Angeles' fresh fish markets.

Purse seining continued well, but with somewhat reduced vigor. During July the gross receipts from all sources slightly exceeded 30,000 tons for all Southern California. However, some 4,300 tons of that were frozen imports, with Albacore from Japan predominating.

For the tuna clipper fleets fishing looked up, and was good in August. Imports poured in during the month particularly from Japan. Total landing of Yellowfin both domestic and foreign during July exceeded 10,000 tons; as did Skipjack.

Southern California's pack in July was around 1,400,000 cases, bringing the unofficial figure to August 1 to 4,500,000 cases for the year to that date, against a round-figure pack of 3,900,000 cases for the seven months in 1952.

the Fraser accounted for about 32% of the province's total Sockeye pack and 8.6% of the total pack of all salmon in B. C.

Central Area Sockeye Production Is Excellent

But the early run of Sockeye on the Fraser was certainly exceptional, any way you looked at it, and the catches on Rivers Inlet and Smiths Inlet were also exceptionally good—about 1,500,000 Sockeyes on Rivers Inlet and 400,000 Sockeyes on Smiths Inlet.

On the Fraser some individual catches by gillnetters were unusually high, six to seven hundred fish to a boat per day being reported in a few isolated instances. The average was a good deal less, but it was still impressive.

Despite the heavy flow of fish to the canneries, operators reported that no special problems had been encountered, that day-to-day conditions had been taken in stride and that the plants were free of the congestion that sometimes occurs when a "big year" run swamps the processing facilities.

In July and August special closures were ordered for both American and Canadian fishermen in an effort to equalize the catch as much as possible between the two countries. When, on July 29, Director Loyd Royal told the Commission that approximately 2,500,000 Sockeyes had been caught up to that time, with the Americans holding an advantage of some 300,000 fish, measures were taken to adjust the difference, and subsequently the Canadian catch inched its way upward towards parity.

During late July and early August between 700 and 850 Canadian gillnetters were operating off the Fraser and their numbers were later augmented by boats from the central areas following termination of fishing there. With catches sometimes averaging 150 to the boat and 22 cents being paid per pound, a quick calculation shows that the fishermen were generously rewarded for their effort, even though such activity could not last for long. American fishermen, operating principally off Point Roberts and in lower Gulf of Georgia waters, made correspondingly good returns.

4,000,000 Catch Estimated

With the prospect of 2,000,000 Sockeyes shared between the two countries by early August, officials of the Commission told *Pa Fisherman* that their highest h had been fulfilled. The returns the entire month of August c only be guessed at, but informed servers thought the year's c would reach 4,000,000 fish. For poses of comparison it was reca that during August, 1941, the c divided between the two countrie the Fraser area totalled some 1,5 000. The once-great Quesnel R run of Sockeye appeared in Aug heavier than had been expected.

Quality of escaping fish, headed the Stuart, Quesnel, Nadina, Fran Lake and Bowron was describe excellent, offering high hopes for next cycle year for those runs. F eries inspectors and Indians sen reports of unusually heavy pass of spawners, but dependable data that would not be available until l in the year.

As an experiment, the Cana fisheries department permitted s fishing for Sockeye in the water Boundary Bay this season, but fish were caught and crab fisher there complained of interference. wtaers are generally shallow t and unsatisfactory for gillnetting the area was soon sealed off.

Alaska Pack Sure to Be Short Of Normal Volume in Red Grade

SALMON SUPPLY from the Alaska fishery of 1953 at presstime was certain to be short of normal volume in the red grades—Chinooks, Sockeyes and Alaska Reds—with no very encouraging prospects for great volume elsewhere.

The Alaska Red salmon pack is definitely due to be about a quarter-million cases short of 1952. This came as a shock to the casual forecasters who look-up the historical tables in the *Pacific Fisherman Yearbook,* count five years from the last big pack on Bristol Bay, and say: "This is IT."

The more careful forecasters weren't so sanguine, and this included most packers. They consolidated their operations closely and cut costs wherever possible. They didn't think the run would be BIG, *but they expected better than they got.*

As matters turned out, losses to Westward were numerous and heavy. No matter what the fish can sell for, it won't be enough.

Escapement Only Fair

Packers returning from Bristol Bay are of the opinion that escapements were no better than the pack. This considered opinion rebuts early statements that excessive escapements in some areas had resulted from failure of the gillnet gear to fish as efficiently as usual.

Packers felt there was nothing to this but propaganda.

They said that some unusual conditions had been noted in the fishery as result of the clear water. Salmon were seen to be "leading" rather than "gilling" in the nets, and it is possible that this condition *did* serve to reduce the catch. However, there can be little doubt but that the *run*—catch, plus escapement — was just plain light; and that the spawning grounds were not heavily seeded. (EDITOR'S NOTE — This need not necessarily be regarded as disastrous, as current research on Bristol Bay indicates that the *quality* of the spawners, as measured by the *timing* of their appearance in the fishery, is of more importance than their numbers. See "A New Concept For Conservation—Not *Numbers,* but *Timing;* Not How *Many,* But How *Good,*" Page 22, *Pacific Fisherman,* May, 1952.)

Low Rivers Aid Bears And Hinders Spawners

Bristol Bay spawning escapement may have suffered severely from the low water conditions prevailing all streams as result of the wa and almost rainless summer. water levels were extremely l everywhere in the spawning are with these results:

a. Excessive losses of spawning s mon to predators, notably bears gulls;

b. Spawners barred from s streams or portions of them by l water on the riffles;

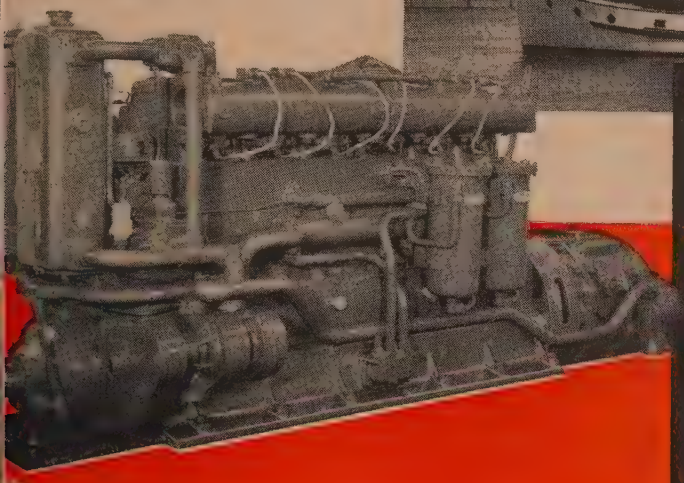
c. Normally available spawni gravel exposed an unusable.

Cook Inlet also was somewhat d appointing, and here again c water was blamed. Kodiak Island presstime seemed to be doing reas ably well; and an extension on Pri William Sound indicated there w something to extend it for which h not been disclosed in the statistics the time this was written.

Southeast Alaska Pink salmon erations were in full swing at pre time, making it impossible to haz a guess as to the outcome. The ea fish in the Southern district had b extraordinarily large, averaging most as big as Reds, but later ports indicated sizes were averag more nearly normal.

The "Eileen," veteran of 17 years in crab, salmon, tuna and shark fishing.

4-cycle Atlas Marine Diesel, embodying recently developed features, but the same type of Atlas engine which was installed when the "Eileen" was launched.



. . . "I have paid out on my Atlas Diesel . . . over the past 17 years . . . $162 (for parts) including labor and connecting rod bolts, eight bolts and nuts for connecting bearings.

"The pistons and the main bearings have never been touched and the engine has never been apart . . . and is still operating very satisfactorily."

Harry G. Olson
Owner

$162. IN PARTS AND LABOR IN 17 YEARS OF FISHING WITH ATLAS MARINE DIESEL

Naturally, in the 17 years since the "Eileen" was launched, Atlas and Superior Diesels have been constantly improved to keep pace with present-day marine requirements. In the development process every effort has been directed toward building Superior and Atlas engines which will give this same kind of service year in and year out. If you'd like a copy of Skipper Olson's letter, and a bulletin describing modern Atlas Diesels of the type which powers the "Eileen," just drop a note or postcard to Springfield.

Superior ENGINES
ATLAS DIESEL ENGINES
• DUAL FUEL • GAS

ENGINE DIVISION
THE NATIONAL SUPPLY COMPANY
PLANT AND GENERAL OFFICES:
SPRINGFIELD, OHIO

SALES AND SERVICE POINTS:
Gloucester, Massachusetts
Kansas City, Mo.
Houston • Fort Worth, Texas
San Diego • Oakland
Terminal Island, California
Ketchikan, Alaska • Lincoln, Neb.
Washington, D.C. • Chicago
Portland • Astoria, Oregon
Halifax, Nova Scotia
Vancouver, B.C. • Toronto, Ontario
Park Rapids, Minnesota
New York • Seattle • New Orleans

tor of Lister Diesels in the U. S. A.

Autumn Salmon Loaf, featured by the fall promotion campaign, appeals to this young lady, who is helping herself to one of the recipes from the dispenser being distributed throughout the United States as a part of Canned Salmon Incorporated's fall merchandising program.

Puget Boats Turn to Pinks As Good Sockeye Run Drops

Puget Sound fishermen were wondering at presstime of this issue just what the 1953 season would bring in the way of Pink salmon catches.

If the trollers' catch of Pinks off Cape Flattery was anything of a forecast, the run should prove to be a good one. For some reason, the trollers this summer really caught a lot of Pinks—certainly more than has ever before been reported.

The little Pink salmon usually are regarded as a species which does not take a hook, but of recent years trollers have been taking more-and-more of them in the odd-numbered years which mark the runs to the waters of Puget Sound.

Prospects for a pack of Silvers on Puget Sound were anything but good to the middle of August. Very few fish of this species had been delivered by trollers, seiners or gillnetters, and operators were beginning to become anxious. As this issue closed, however, there were reports of sharp pick-up in the Silver salmon catches made by trollers in the vicinity of Grays Harbor and Swiftsure Bank, just off the entrance to the Strait of Juan de Fuca.

An interesting phase of the Puget Sound fishery this summer was the remarkably successful results reported for the operation of "drum" seines, a mechanized version of the modern purse seine.

As reported more fully elsewhere, July salmon catch of the drum seiners exceeded the average of the conventional gear 1.44:1. This also was in the first month most of the drum seine operators had ever fished their gear, and they consequently were not adept at its operation.

Sockeyes were still being taken by Puget Sound gear as this was written, and the most competent observers estimated that by the end of the season the American catch might reach 2,000,000 Sockeyes, which is more than have been caught in any year *of this cycle* since 1917. At a price averaging more than $1.50 per fish, the value of this run to the American fishermen may easily be computed.

It is particularly notable also that *the particular races which produced the 1953 return as recently as 1941 were commercially extinct.* From the barest handful of seed fish in 1941, management and biology in 12 years have been able to produce runs from which 4,000,000 fish, worth $6,000,000, could be taken, and still leave an entirely satisfactory escapement to seed the spawning gravels for the future years of the cycle.

Autumn Promotion Keyed to Salmon Loaf

The first merchandising prom for Canned Salmon, Inc. gets u way this fall with the distributio a full-color recipe dispenser to c and supermarkets throughout United States.

Featuring a new salmon loaf r called "Autumn Salmon Loaf," dispenser will carry four addit new recipes, and will present a calorie" diet story for canned sal

More than 10 million recipes wi distributed through the dispe with five recipes on each leaflet.

The recipe dispenser is designe be hung from shelf price moldi or can be used on mass floor disp dump cart displays, etc.

Canned Salmon, Inc.'s first chandising drive thus takes ad tage of the interest being gener in canned salmon recipes by th dustry's big publicity campaign, at the same time gives grocers type of sales help they want. Sur show that grocers welcome recip fers over almost any other typ point - of - sale activity, particul when on an industry-wide basis

The publicity program now u way for summer and fall is distri ing photo and story material to than 8,000 newspapers, 350 radio tions, 85 television stations, 67 and sectional magazines. Nati consumer magazines will also c color photo stories during the yea

2,000-Ton Tuna Cargo Reaches Columbia River

Rated as one of the largest ments of Japanese frozen tuna delivered in this country, over 2 tons of frozen tuna—virtually all bacore—was delivered at Astori the end of July by the Cana steamer *Maplecove.*

Of the total, some 800 tons forwarded by refrigerated rail to California; while several carl went to Puget Sound for canning.

Approximately 1,200 tons of remained at Astoria for cannin the plants of the Columbia R Packers Association and the Camp Sea Food Co.

Halferty's "Pioneer" Cla Canned for 60th Year

This is the 60th year in w "Pioneer" razor clams have canned by Halferty—which is on ason behind the "Pioneer" brand other reason is that razor clams *first* canned by Guy P. Halfe father in 1894, when he gave t the brand name "Pioneer," which stood through 60 years as the ran label for the product.

Wire rope?
What's that got to do with us?

WICKWIRE ROPE
A C.F.I. PRODUCT

lot more than you might think, folks. Consider, for ample, the heating in your home . . . the warmth at keeps *her* snug and comfortable through a wintry ght. Whether you use coal, oil or gas—wire rope is indispensable part of the equipment that probes e earth's depths to bring this comfort to you. hances are, it may be Wickwire Rope. Because for over half a century Wickwire Rope has been an outstanding favorite with men in the mining and petroleum industries. Like users in numerous other lines of business, these men know that for unfailing performance, longer life and more economical service—there's nothing to match the quality and care that go into the making of WICKWIRE ROPE.

A YELLOW TRIANGLE ON THE REEL IDENTIFIES WICKWIRE ROPE

COLORADO FUEL AND IRON CORPORATION—Abilene (Tex.) • Denver
ston • Odessa (Tex.) • Phoenix • Salt Lake City • Tulsa
IFIC COAST DIVISION—Los Angeles • Oakland
land • San Francisco • Seattle • Spokane
KWIRE SPENCER STEEL DIVISION—Boston • Buffalo • Chattanooga
ago • Detroit • Emlenton (Pa.) • New Orleans • New York • Philadelphia

WICKWIRE ROPE

C.F.I. PRODUCT OF WICKWIRE SPENCER STEEL DIVISION
THE COLORADO FUEL AND IRON CORPORATION

1792

Early Albacore Catch Lags

Albacore was a lure for the crews of some 2,000 boats from every port of the Pacific to Alaska last month, according to San Diego waterfront observers, where most of the vessels were congregated.

As August proceeded, some were having doubts the season would pan out as expected. In tonnage it was running far behind last year. The round price of $400 per ton was apparently holding, although there were rumors of some higher prices being paid.

The first fish showed up in late June, but fishing was spotty. The fishermen began catching the Longfins between Geronimo Pt. and Guadalupe Island, Mex. Then the scene suddenly shifted to a point known as "16-40 Spot," located southeast of Guadalupe, a good 60 to 70 hours run from San Diego.

This eliminated all boats not equipped with good propulsion and refrigeration, with the ability to keep ice over a 10-day to two-week period. Hundreds of boats remained tied up at San Diego awaiting a more northerly run.

The Albacore taken in those far-south waters were exceptionally large. One fare brought in by *Dante,* Frank Sanfilippo, averaged 40 lbs. each. One of the biggest Longfins landed at San Diego in years scaled over 60 lbs. Water temperatures off Mexico in late July were from 68 to 74°. One fair run occurred off Ensenada; and some fish were taken north of San Diego, considered a good sign.

Rebuilt Blueback Run Is 1953 Feature on Columbia

Salmon production from the Columbia River was running at a distinctly moderate level at presstime for this issue, but with the industry prepared for the "August run", which usually means so much in bringing up the volume of the Columbia's annual catch.

Direct comparison with 1952 means little, as the latter part of last season was lost in a strike.

The first week in August saw some excellent fishing, but this was followed by sharp decline as a change in tides brought unprecedented numbers of jellyfish into the river to foul the gillnets and interfere with their effectiveness.

A bright spot in the Columbia River picture was that which focused on the run of Bluebacks—the local Columbia River name for the species which is more widely known as Sockeye and Red salmon.

Records counts of Blueback salmon at Bonneville Dam this year indicate that management and nature have teamed together to rehabilitate a run that was nearly destroyed in 1941. The 1953 cycle of Bluebacks is the same cycle that was reduced in 1941 to one of the smallest escapements in the River's history—yet the count so far this year is the largest recorded at Bonneville.

In 1941 a fair-sized run of 170,000 Bluebacks entered the river, which was running low and warm, due to the filling of the giant reservoir behind Grand Coulee Dam. Concentrated fishing intensity claimed 89% of the run, and almost all of the remaining 11% were stopped by high temperature, decreased oxygen, and low stream flow. Some 949 Bluebacks made it to Rock Island Dam, beyond which lie the only known remaining Columbia River Blueback spawning areas, Lake Wenatchee and Lake Osoyoos. Of these 949, only 20 were spawned artificially by the U. S. Fish and Wildlife Service hatchery at Leavenworth, and 90 were planted in Lake Wenatchee.

In three cycles this escapement of 110 fish, assisted by three- and five-year-olds from other cycles, has built up to a Wenatchee run which, according to H. A. Gangmark, fishery biologist with the U. S. Fish and Wildlife Service, should total a third of a million Bluebacks for 1953. The fact that 88.5% of the total number of Bluebacks that escaped beyond the fishing grounds arrived at Rock Island Dam in 1945 just about eliminates for this cycle the possibility of appreciable spawning in any of the areas other than those beyond Rock Island, although the escapements to the tributaries of the Snake will still be closely watched.

Wafico Cannery at San Francisco Expands

Washington Fish & Oyster Co. of Calif., San Francisco, is expanding its canning facilities at Pier 92, according to Al Levy, manager.

The company has built a new 60 x 90 frame and corrugated sheet metal building, installed two additional retorts and new cookers for the canning of local caught Albacore. Tom Miller is superintendent of the plant.

Sardine Season Opens With Nary a Sardine

Aug. 1, was just another mid-sum mer day as far as the northern Cal fornia sardine industry was co cerned, instead of the opening of th sardine season, celebrated in yea gone by as a day heralded in Sa Francisco with boat whistles and loa ing vessels with supplies.

It was still the opening day of th sardine season but there were no sa dines in sight. It was the sixth ye of the sardine "famine," and Mo terey canneries were placing orde for squid, mackerel and anchovie However, the only fish received b canneries in Monterey after the ope ing of the sardine season was a sma catch of squid which went to Hovde Food Products and to Peninsula Pac ing Co.

An agreement had been signed pr viously between AFL Cannery Wor ers Union and the Monterey Fis Processors Association. Little chan was ntoed, and wage increases we to be given only after delivery 20,000 tons of sardines.

Boat owners and AFL Seine a Line Fishermens Union were reporte to be abiding by their old contra automatically "if no notice is give by either party." On the openi night only two purse seiners, th *Diana* and the *El Cerrito* put o from Monterey. No fish was disco ered.

The last season's price between fis ermen and processors was $75 p ton for sardines, anchovies $45, jac mackerel $70, and squid, $35.

Seven boats of the Monterey fle were in San Pedro looking for mac erel. Ten Monterey canneries we open for business and four in Sa Francisco.

Canadian Albacore Prospecting Fruitless

Despite several forays off the we coast of Vancouver Island and Was ington by Canadian fisheries patr vessels, no trace of Albacore wa found to rekindle the interest of Bri ish Columbia offshore fishermen.

The government's cruiser *Howa* made a final reconnaissance early August, making a sweep of 128 mil with gear streaming, starting 1 miles south of Cape Beale and cove ing a diagonal course to a position miles south of Cape Beale. Othe vessels had made unsuccessful hun earlier.

Captain William Earnshaw of th *Howay* reported that temperature averaged from 60 to 64.2 degrees, wit the water very blue until the edg of the continental shelf was reache when it faded into a light blue. N sign of marine life was seen unt the edge of the shelf brought tur birds, whales and other fauna int view.

CANNED FISH ADVERTISING

Who Where How When How Much—And Why

The usual "Summer Study," in which *Pacific Fisherman* customarily examines some subject of outstanding current interest in the field of Pacific fisheries, this year is devoted to canned fish advertising, and specifically to the advertising done on behalf of canned salmon and tuna—the dominant products in this food field.

We have sought to develop from the companies and individuals engaged in advertising canned tuna and canned salmon the broad facts of their programs and advertising philosophy, and to present these data in the form of a generalized report on a subject which in recent months has come more and more into the focus of the industry's thinking.

NNED FISH ADVERTISING is dominated by that evoted to tuna, with a current expenditure of 3,711,000, the largest budget in the history of the s.

compares with an advertising expenditure for salmon—United States and Canada combined— ,000.

the expenditure of the United States and Canada ned salmon advertising is 23% of the amount advertise canned tuna.

WSPAPERS are the favorite advertising media or tuna and salmon, getting 27.6% of the total una budget and 48.1% of the salmon expenditure. tis paragraph's discussion of media preference, the salmon figures used are those for the "direct" advertising done by companies in behalf of their own brands. "Industry" expenditures are not included for two reasons:

(a) because the tuna industry does very little product advertising, and it is felt that the comparative data have greater interest if examined on the basis of the canners' expenditures in the two industries;

(b) because "industry" advertising for canned salmon, being on an unbilled publicity basis, tends somewhat to upset the comparison between media.

The tuna packers this year are spending 26.8% of their advertising budgets for television—a sharp increase over previous years. T.V. gets only 2.4% of the salmon advertising dollar.

Salmon packers like the radio better, spending 17.1% of their money for it, against 10.9% for tuna. Billboard and car cards rank low in the tuna advertising budgets, with 6.9%, but are liked better for salmon, with 10.3%.

Tuna packers report that their 1953 budgets in general mark a material shift toward television and radio, at the expense of newspaper and magazine advertising.

Expressions from tuna and salmon advertisers coincide closely in the reasons given for their preference for newspapers as among canned fish advertising media. The study shows that newspapers lead in preference because:

(a) The *buyers* of canned fish largely use the food pages of the newspapers for their own advertising. Thus, "cooperative" advertising largely centers in the newspapers, and the buyer likes to have the brand advertising for the goods he has to sell appear in the same medium, and thus support his sales effort.

(b) The newspapers are effective in their supplementary service, particularly food page editorial material, recipes, etc.; and in their consumer preference surveys. Some sellers flatly require these consumer preference surveys as a condition for securing their business.

ESTIMATED DIRECT ADVERTISING EXPENDITURES OF THE TUNA PROCESSING INDUSTRY

Year	Direct Advertising, dollars	Vaue of Production, dollars	Percent advertising cost is of product value
1946	682,409	59,136,823	1.2
1947	787,937	90,609,175	.9
1948	1,039,738	112,612,296	1.4
1949	1,522,101	97,710,325	1.6
1950	3,082,798	112,830,094	2.7
1951	3,233,097	99,046,206	3.3
1952	3,660,000	99,046,206	3.3
1953	*3,711,115	N.A.	N.A.
Totals	17,719,195	†684,945,752	†2.1

NOTE—Does not include advertising by buyers or local distributors for which allowance has been made by processors. Source: U. S. Fish and Wildlife Service, except item marked (*) which is the result of the current survey by this journal.
(†) Seven-year total.

The sharp swing to television noted in tuna advertising this year appears to be something of an experiment; and principals interviewed were reticent with opinions as to whether the swing would prove to be a trend.

Were it possible to compute the volume of "cooperative" advertising, and to distribute the expenditure between media, there can be no question that the dominance of newspapers would be even more definite than in the case of the "direct" advertising considered in our media distribution data.

"Direct" and "Cooperative"

NO STUDY of canned fish advertising progresses very far before the researcher comes to understand that there are two great division of such advertising:

1. "Direct advertising," where the principal buys and pays for space or services for the benefit of his brand or product;

2. "Cooperative advertising," where the processor contributes in whole or in part to a fund from which advertising is or may be done by a buyer or distributor. In this group is included the "advertising allowance," wh may actually be a price reduction *in lieu of advertis*

In this study of the advertising of canned tuna canned salmon, the term "advertising" pertains to *dir* advertising only; and all statistics relate to that fo and that form alone. "Cooperative advertising" is alw so called where it is referred to, and nowhere is it cluded in the generalized figures for advertising.

"Cooperative" advertising apparently is never carr as a part of the advertising budget. This seems true b in the tuna and salmon industries, and evidently is to the fact that "cooperative" advertising is determin by the management and the sales department indepe ently of the advertising agency—and perhaps is consid as a pricing rather than as a sales promotion functi

Tuna 3.3%; Salmon 0.38

FUNDAMENTAL difference in the direct advertis programs supporting canned tuna and United Sta canned salmon is the difference between 3.30 0.38, these being the percentages of the wholesale va of the packs of these two foremost United States fishe commodities which are spent for "direct" advertising.

As is discussed elsewhere in this study, "direct" adv tising is considered as that over which the canner direct control; and does not include "cooperative" adv tising, in which the canner participates financially w the buyer or distributor of his products.

Best available data shows that in 1951 and again 1952 tuna canners spent 3.3% of the wholesale value their product for direct advertising and promotion.

The average percentage of tuna advertising to prod value over the seven-year period from the end of Wo War II through 1952 is 2.1%; and the lowest percenta in any year in this period was 0.9%, in 1947.

In the case of canned salmon the data are figured o slightly different basis, being calculated on the percenta which current 1953 advertising expenditures bear to value of the 1952 pack.

Careful examination of the available material *Pacific Fisherman* produces a percentage figure of 0.38

"Cooperation" Is Variable

HOW much "cooperative" advertising would add these percentages, if it were possible to arrive even a broad estimate of the amount spent in way, defies the most ambitious and optimistic guesser.

Estimates received from representative tuna packers to the percentage which their expenditures for "coo ative" advertising bear to their outlay for "direct" adv tising vary from 20 to 400%. This makes it readily dent that the policies of the various packers differ gre with respect to these two forms of advertising; and st of the data makes it apparent that percentage expe tures for "cooperative" advertising vary inversely f those for "direct" advertising. That is: the company w spends a large percentage of its gross income for "dir advertising is inclined to distribute a relatively small tion of its revenues in "cooperative" advertising with customers—who in *some* cases at least may choose to sider such "cooperation" merely as a price conces protected Robinson-Patman-wise.

There is good reason to believe that the percent which "cooperative" salmon advertising bears to can salmon value is relatively much higher than the centage of value spent for "direct" advertising.

This conclusion stems from the fact that *virtually*

anners engage in "cooperative" advertising, through sales agencies if they do not maintain their own departments; while comparatively few of the 186 anies active in salmon canning have any "direct" tising program.

s true that a substantial part of the canned salmon of 1952 is participating in the sales promotion and et development program of Canned Salmon, Incor-ed. The expenditure contemplated under this enter-is relatively limited, representing only about 0.17% ck value. "Direct" advertising by salmon canners antially exceeds the amount currently provided for industry" campaign.

"Brand" vs "Product"

O CONSENSUS appears when it comes to industry thought on the desirability and value of "brand" advertising as against "product" or 'industry" ad-ng.

tions run all the way from 100% "brand" to 100% uct," with numerous graduations in between.

general, those who put the most thought on adver-—and they to a large degree are the same men ut up the most money for it—take the "brand" ad-ng position. This dominates in tuna merchandising ads well in salmon.

he same time, there is a body of thought supporting bination of both approaches. It is put in these words man whose advertising thought has been intelligent fluential:

nd advertising creates *consumer preference,* but ot create many *new consumers.* Product advertising s demand for the product. Brand advertising should d to cash-in on the mounting popularity produced duct advertising.

ustry advertising benefits the entire industry; but absence, the advertised brands capture the existing d."

ther quote along the same line, and then we leave

ustry advertising must be supplemented by *brand* ising—otherwise the whole program falls flat."

ll of which the critic will ask: "How do you square dustry advertising also' argument with the success a advertising?

u hear all over the country about the wonderful s of the tuna industry's advertising program. Actu-e tuna industry hasn't had an advertising program

advertising has been done by three firms, plugging wn brands; and that's the whole truth and nothing e truth.

nd advertising of tuna has played a big part in g up the tuna market in this country until today more than 10 million cases a year. There hasn't ny 'product' advertising for tuna at all until the uple of years, when the Tuna Research Foundation g down into its sock for the funds with which erate in combination deals with other foods and

n't say that the tuna demand could not have been as high on the basis of *brand plus product* adver-g and perhaps even cheaper—but the fact remains e advertising achievement in tuna has been 99.99% advertising."

NADIANS, who currently are the principal ex-onents of *both* product and brand advertising, ave some well-seated convictions in support of osition. They are convinced that both approaches

CANNED SALMON "BRAND" AND "PRODUCT" ADVERTISING COMBINED —DISTRIBUTION BETWEEN MEDIA— WEIGHTED BASIS

Media	Percent	Amount
Newspapers	30.5	$259,555
Magazines	11.7	99,567
Radio	17.2	146,372
Television	1.2	10,212
Billboards*	5.4	45,954
Other Media†	34.0	289,340
Totals	100.0	$851,000

NOTE—Data are for both Canada and the United States, and do not include advertising by buyers or local distributors for which allowance has been made by the canners.
*Includes car cards.
†Includes unbilled publicity, point-of-sale material, recipe booklets and folders, dealer and display helps, etc.

are necessary in the present state of salmon merchandising and market development. One of the leading factors in the Canadian salmon industry says this in response to *Pacific Fisherman's* query:

" 'Product' advertising on an industry basis is the cheapest and most effective method to expand a market. 'Brand' advertising on the part of an individual company is essential if the packer desires to maintain or increase his particular share of the total market."

"Brand" Needs Volume

PREFERENCE for brand advertising among salmon men varies directly with the percentage of the pack which the individual has for sale.

A large block of salmon, in the hands of either an operator or a primary market broker, is usually backed by an established brand which has been built-up through the years while the firm or individual has been building up this substantial volume of pack.

In any case, the considerable quantity of salmon is sufficient to support a sales effort under a proprietary brand—and it is usually felt that brand-backing is the kind of advertising which produces the best results under such circumstances.

On the other hand, the small packer; or the broker representing small packers, or with access to several small stocks, just hasn't the salmon to support a concerted program; or perhaps the brand itself, which of course is an essential of brand advertising.

The backing for industry advertising, then, comes essentially from the relatively small packs of salmon, which in the aggregate may amount to a substantial percentage of the whole production.

"Brand advertising helps all brands. Every can of salmon sold helps the market for salmon as a whole"—this is one man's view, a brand advertiser.

"Brand advertising can help only established brands, in an established market. Brand advertising helps to sell the brand, protects it from the necessity of entering into the ruinous 'deals' which are the only selling method some people know; protects the established brand from the ill-conceived, irresponsible consignment"—that's another seller's viewpoint. He does no advertising, and speaks from the bitterness of his experience.

Tuna's "Wonderful Job"

THE tuna industry has done a wonderful job of advertising."

This is one of the well-worn cliches which one encounters in any discussion of canned fish marketing, along with that other hoary pronouncement: "Canned salmon has priced itself out of the market."

The fact of the matter, of course, is that the tuna *industry* hasn't done the advertising. The heavy and effective advertising of canned tuna definitely has been *brand* advertising, supported in very large degree by three firms.

It is true that the Tuna Research Foundation in the past year or so has participated on two occasions with other food products and the Can Manufacturers Institute in joint advertising campaigns. However, the Foundation does not exist primarily to conduct "industry" advertising programs, and those in which it engages arise as joint opportunities in which the Foundation has chosen to participate.

History of the rise of tuna merchandising in the United States shows that a number of years ago there was strong demand that the industry join in advertising its product. This movement failed to crystallize; and brand advertising was undertaken in its stead.

One of the leading merchandisers in the tuna industry has this to say of the matter: "The tuna industry badly needed product advertising on an industry basis some 15 or 20 years ago, but could not get it. Brand advertising, undertaken on a comprehensive scale, and persisted in, has served to sell tuna as a product, as well as specific brands of tuna. Today there is question whether product advertising of tuna would be justified, as popularization of tuna has been achieved by brand advertising."

This view is not altogether shared by the advertising director of another important tuna packing firm, who says:

"The highly competitive condition in the tuna industry makes it vitally important that each packer of an advertised brand devote a large percentage of his expenditures to the advertising and promotion of that specific brand. However, there is a definite need for additional work at the industry level, particularly in educating housewives as to the value of tuna as a food, and its economy as a basic item for meals of all kinds."

Salmon Promotion

CANNED SALMON industry in the summer of 1953 inaugurated its fourth campaign—and on a distinctly different basis from those of the past.

The current, and continuing, enterprise of Canned Salmon Incorporated is not an "advertising campaign" in the true sense of the word. Actually, it will do no advertising, but rather will promote publicity and consumer relations for canned salmon by making available to sources of information selected recipes, authentic information, editorial copy, and in all ways will seek to stimulate the interest and appetite of the American consumer for canned salmon.

To benefit canned salmon as such, without regard to species or brand, is the objective of the industry campaign, which seeks to supplement the merchandising of all members of the industry.

Participants in this campaign as this issue closed represent more than 80% of the United States canned sal pack. They are:

Alaska Pacific Salmon Co.	Ketchikan Packing Co.
Alaska Packers Association	Libby, McNeill & Libby
Alaska Reefer Fisheries	Lutak Fish Co.
Annette Islands Canning Co.	Maile & Marlatt Canning Co.
Berman Packing Co.	Nakat Packing Corporation
Bristol Bay Packing Co.	New England Fish Co.
Chignik Fisheries Co.	Northern Commercial Co.
Chinook Packing Co.	Ouzinkie Packing Corp.
Columbia River Pkrs. Assn.	Pacific American Fisheries
Cook Inlet Packing Co.	Pacific Reefer Fisheries
Copper River Packing Co.	Peninsula Packers
Dressell-Collins Fish Co.	Port Chatham Packing Co.
Egegik Packing Co.	Portland Fish Co.
Emard Packing Co.	Red Salmon Co.
Farwest Fishermen, Inc.	San Juan Fishing & Packing
Farwest Wrangell Co.	Snug Harbor Packing Co.
Fidalgo Island Packing Co.	Superior Packing Co.
Fishermen's Packing Corp.	Todd Packing Co.
General Fish Co.	Uganik Fisheries, Inc.
Haines Packing Co.	Union Fish. Co-op. Pkg. Co.
Halferty Canneries, Inc.	Wards Cove Packing Co.
P. E. Harris Company	Washington Fish & Oyster C
Intercoastal Packing Co.	West Coast Fish Co.
John Jackson, Inc.	Whiz Fish Products Co.
Kadiak Fisheries Co.	L. G. Wingard Pkg. Co.
Kayler-Dahl Fish Co.	

The promotion program undertaken by the salmon dustry was subscribed to by the above for a period five years; and was entered into with the plan that should be made a constantly continuing, and perhaps panding, undertaking which would maintain canned s mon in the minds of today's and tomorrow's new millio of housewives as one of the great American foods.

Contract was entered into with Dudley, Anderson a Yutsey, specialists in this form of promotion and pub relations. The committee in charge of the campaign headed by L. A. Petersen; and Philip Carmichael was tained as executive secretary of Canned Salmon Inc porated, the agency formed to conduct the campai Offices are maintained at 200 Colman Building, Seattle Wash.

INDUSTRY ADVERTISING of the British Columb salmon canners, in which they have invested more th $1 million in the past few years, has had one prima objective—

To increase the domestic consumption of canned salm in Canada, and thus to off-set the decline in their ov seas exports resulting primarily from the suspension British salmon purchases from dollar countries.

The campaign has been successful in a measure. C tainly, the per capita consumption of canned salmon Canada has risen somewhat in the period; and the po lation of the dominion has risen steadily.

On the other hand, the cost-per-case to the Canad industry has been substantial, whether measured in t pack or in the increased domestic consumption.

The Canadian industry's campaign differs fundamen ly from that of the United States salmon packers in t it is an actual campaign in advertising, while the Am ican enterprise is solely in the field of sales promo and market development through the means of unbi publicity and sales helps.

Another difference lies in the matter of expenditur an important point.

The Canadians' advertising, "industry" and "di brand" advertising both, run substantially ahead of outlay of the Americans. Thus the industry expendit for the product generally, and those of companies on half of their own brands, are substantially greater Canada than in the United States.

Other "Industry" Efforts

INDUSTRY" advertising currently is directed prim to support of canned salmon, which accounts for a 86.7% of the "industry" advertising, in which a $412,000 is being expended this year.

is interesting to note that the British Columbia ed salmon industry with a campaign conducted by Associated Salmon Canners of British Columbia, is ding the largest amount for this type of promotion; this despite the fact that the 1953 budget is sub- tially lower than that of previous years.

e British Columbia "industry" program differs broad- om that sponsored by the American industry through ied Salmon Incorporated.

e Canadian undertaking includes the purchase of rtising spaces in various media, and thus differs amentally from the American industry's enterprise, h is a promotional, publicity and public relations ram.

e Canadian "industry" advertising expenditure dis- tion between media follows: Newspapers, 21%; mag- s, 25%; Radio, 34%. Other media, including recipes, nstration work, publicity, promotion, etc., 20%.

dustry" advertising of canned tuna is not done ntly on an organized basis, although the Tuna Re- h Foundation on occasion avails itself of the oppor- y to participate in joint advertising projects with organizations representative of products often used tuna.

Multiplicity of Brands

LMON ADVERTISERS have found particularly dis- urbing one fact developed by newspaper-conducted consumer surveys.

is is the large percentage of "Don't Know" replies ved to questions as to the brand of salmon used. In ase of tuna the "Don't Know" responses are very while in salmon the percentage is substantial, usu- four or five times what it is in tuna.

alysts interpret this condition to these primary s:

The strong brand advertising job which has been on tuna.

The multiplicity of salmon brands, and the lack of l advertising.

re are a number of reasons for the extraordinary er of salmon brands, a number which today poses l problem in salmon selling.

st, salmon has been canned for 89 years, and some e companies go back almost to the beginning, having red many brands through the years.

ond, there are 186 companies active in salmon can- all with brands; and in addition some 49 brokers brands in abundance.

rd, there are five species of salmon, and many rs use different brands for each species, and some m make geographical distinctions as well.

ltiplicity of salmon brands is proven by reference to *almon Packers Register,* which lists 988 brands, of 522 are packers brands and 466 those of dis- ors. Actually, the number is undoubtedly greater this, as the *Salmon Packers Register* list undertakes e only the brands which are more or less active, o eliminate those which have largely been relegated eir owners.

reover, this 988 includes only the brands of active rs and primary market distributors only. Jobbers' uyers' proprietary brands are not included.

ardless of how much it may have stood for in some

CANNED SALMON BRAND ADVERTISING DISTRIBUTION BETWEEN MEDIA— WEIGHTED BASIS

Media	Percent	Amount
Newspapers	48.1	$237,614
Magazines	10.6	52,364
Radio	17.1	84,474
Television	2.4	11,856
Billboard*	10.3	50,882
Other Media†	11.5	56,810
Totals	100.0	$494,000

NOTE—Data are for both the United States and Canada, and do not include advertising by buyers or local distributors for which allowance has been made by canners.
*Includes car cards.
†Includes unbilled publicity, point-of-sale material, recipe booklets and folders, dealer and display helps, etc.

markets, or for how many years, the antique label is not regarded as acceptable as a basis for modern brand advertising unless it has been consistently sustained by a continuing advertising program. The *"Coca-Cola"* script is not what a smart designer would adopt today, but the advertising and acceptance of the years have rendered it far too valuable to be discarded—and *"Libby"* is another example.

Some labels have been entirely re-designed preliminary to the undertaking of a canned fish advertising campaign; and there are instances when the design has been developed with definite view to its effectiveness in the massed displays and pyramids which are such effective sales devices in self-service stores.

The Case for "Cooperative"

MOST *directly productive* form of canned fish advertising of which we know is the cooperative advertising contract with a large chain or super-group where the producer, or his broker on the producer's behalf, contracts with the buyer for a fixed amount per case purchased, the money to pay for mention of the seller's product (perhaps with a cut of the label) in the chain's weekly food section advertising."

This statement was made in response to *Pacific Fisherman's* inquiry by a leading distributor in one of the largest markets in the United States. He is a sincere and ardent advocate of "co-operative advertising"—an abused term with many interpretations, but in this case meaning the kind of transaction outlined above.

This distributor believes that "co-operative advertising" of the sort which he discussed is particularly effective because: (a) it insures that the product has *distribution,* because the buyer gets his advertising payment only when he gets the goods to sell; (b) it plugs the brand and *builds continuing position* in the consumer minds by being associated with the advertising of a great retail organization; (c) it engenders substantial *support and point-of-sale advertising* in the form of window banners, pyramid displays, "as advertised" shelf stickers, and other effective merchandising devices.

Does all the money paid-out for such "cooperative advertising" actually go for advertising of the seller's brand?

The distributor interviewed was a realist. He had to be

1953 CANNED TUNA ADVERTISING DISTRIBUTION BETWEEN MEDIA—WEIGHTED BASIS

Media	Percent	Amount
Newspapers	27.6	$1,024,236
Magazines	11.9	441,609
Radio	10.9	404,499
Television	26.8	994,548
Billboards	6.9	256,059
Other media	15.9	590,049
Total	100.0	$3,711,000

NOTE—Data from original sources, compiled specially for this study. Data does not include advertising by buyers or local distributors for which allowance has been made by canners.

to rise to his position of eminence in the food distribution field. His answer:

"By no means. The buyer tries to make such cooperative arrangements pay for the cost of his weekly Food Section advertising. If it does more than that, he gets it. An order for 2,000 cases may be involved. At the usual figure of 50c per case, it is not at all likely that his actual out-of-pocket advertising cost on behalf of the 2,000 cases runs to $1,000; but he *does* feature the brand in his ads, and his store managers *do* back it busily, because they know the chain is particularly interested in it.

"Now we've said the usual figure for this sort of advertising is 50c per case. In the tuna business it may run as high as $1—and men have been heard to lament within the present year that competitors in the tuna industry are making advertising allowances of as much as $2 and even $3 per case in an effort to achieve distribution and market standing in a selected area.

"Of course there is the situation of which all are aware in which the seller offers an 'advertising allowance' with no idea that it will produce any advertising, and no actual intent that it ever serve as anything more than a cut in price."

"Allowances" in Bad Odor

ADVERTISING ALLOWANCES" or "Trade Promotion Discounts" generally are held in bad odor—save by those who give them. Firms employing these devices will contend that *their* particular method results in the allowances actually being used for advertising. The competitor's "advertising allowance," on the other hand, never is anything more than a price slice, and should be forbidden by law.

By and large, the industry condemns the out-and-out 'advertising allowance" and refuses to consider it as a factor in the advertising and merchandising of salmon, or as anything but a price-cut under a fancy name.

Opinion is general that, where an "advertising allowance" is made in the form of a discount from the quoted price, it *almost never* is employed by the buyer for advertising purposes.

Canned fish merchandisers make a very definite distinction between the "advertising allowance," usually deducted from billing; and the "cooperative advertising" contract, where payment is made upon proof of publication.

The refund arrangement may be on the basis of so much per case purchased; or it may be the out-and-out payment of the brand's proportionate share of the buye advertising bill, based on the space devoted to the bra and item.

"Cooperative" Volume

CURRENT SURVEY has demonstrated the extre difficulty of securing anything like accurate d on "cooperative" advertising, and so *this form not been included in any of the statistical data in t article.*

Nor has it been possible to determine the extent which principals in either the tuna or salmon industr engage in "cooperative" advertising. It is safe to s that *all* producers finance *some* advertising of this so through their sales agents if not directly.

Estimates as to the *total amount* spent for "coope tive" advertising have not been possible. This is due part to confusion among principals as to just what th mean by "cooperative advertising." For the purposes this study, the term has been taken to mean all fu paid to buyers or distributors, or charged against sa prices, for advertising over which the producer does have direct control. Much of such expenditure proba is absorbed by the buyer as a price reduction and ne spent for actual advertising. Accordingly, it has be deemed sound to lump all expenditures under the term.

Responses from processors queried in this survey sh estimates of "cooperative" advertising expenditures ra ing from 20% to 400% of the amount spent by the p ducer for "direct" advertising.

At the same time it should be recognized that ma canners support "cooperative" advertising who do "direct" advertising whatsoever; and that "cooperati advertising is also more generally participated in than "industry" advertising. Further, "cooperative" outlay pears to rise in importance where "direct" advertisi is of small importance.

The Federals' Report

INVESTIGATORS representing the U. S. Fish and Wi life Service in a report on the domestic tuna indus published in May of this year said with respect advertising of tuna:

"The largest packers have their own name brands carry on their own sales campaigns. Individual t processing corporations have been known to spend much as one million dollars or more a year for dir advertising purposes. In addition, these same firms others engage in cooperative advertising agreements t stipulate a certain sum will be paid per case, to buyer, upon receipt by the packer of evidence that buyer has advertised the packer's brand. Advertising u ally consists of space purchased in local newspapers. sum generally allowed per case is 50c.

"Agreements of this nature represent a considera cost when the amount paid per case is multiplied by total number sold. Packers are not always enthusia concerning concerning cooperative advertising ag ments. In some instances the agreements are constr to be price cuts and are highly desirable to buyers. C sequently, advertising agreements tend to become 'b ness custom' and, therefore, are demanded by prospe buyers of canned tuna."

Further in their report, these investigators say:

"No individual firm within the present canned t market can reduce its brokerage commission, disa 'stock guarantees,' or drastically reduce its expendit for advertising and promotion of its products, and hope to maintain its position in the market." (Emph supplied by editor.)

DAMS and FISH

'an They Use the Same Stream?

JNDAMENTAL RESEARCH in-
o the effect of dams on the mi-
;ratory fish populations of the
nbia River is being implemented
series of contracts being entered
oetween the Corps aof Engineers
agencies specially suited and
ped to solve the several prob-
involved.

at colorless, one-sentence para-
n covers the bare facts of an
prise in the field of fisheries re-
h which may affect the future
lmon for centuries to come.

announces the actual inaugura-
of a program worked-out through
of consultation among qualified
interested experts, and now
hed by the Corps of Engineers
scientific auspices and safe-
ls.

e present enterprise is concerned
with the Columbia River, for
s where the Corps of Engineers
responsibility for great dams
building, and eventually to be
and where these construction
cts impinge upon an established
try and a rich public resource
h for food and recreation.

oducts of the research now being
acted will be pertinent in some
e to other streams and other
ns; although experience has
t that every stream and every
s is different; and that every
ay is a new project, needing spe-
tudy of the peculiar problem it
nts.

Basic Problem

sically, the problem of the Corps
gineers with respect to the mi-
ry fishes of the Columbia is this:
Cost of contracting fishways at
on the Columbia River is enor-
— $17,500,000 at the McNary
between 5 and 6% of the cost
total project cost.
Present knowledge is not suffi-
for adequate long-range ap-
l of the effectiveness of these
ays.
Present knowledge does not per-
letermination of the effect of
upon fish life in respects other
actual passage of the obstruc-

Recent aerial view of the fishways and navigation lock at the Washington end of McNary Dam. Note the length and grade of the fishways, effect of which will be studied closely under the Columbia research program. The square, tower-like structure at the angle of the fishway with the main dam is the fish lift, through which the salmon run is currently being captured and raised in water-filled boxes. These are lifted by crane and the fish are released into the pool above the dam. (U. S. Corps of Engineers photo.)

4. It is not now known whether fishways of the size and cost of those which have been built are necessary.

5. It is not now known whether the dams themselves provide destructive effect upon the spawning and rearing of salmon which may negate the effect of the fishways.

In view of this condition, the Corps of Engineers has come to the view that a major research program is justified to seek a possible reduction in the cost of fish protective devices, with increase in their efficiency, and guaranty of their effectiveness in maintaining the fish resources. The Corps wants to insure that the capital expenditures being made for the purpose at dams on the Columbia will, in fact, protect the fish.

Challenge to Agencies

Challenged with this project, the public agencies most directly concerned, the fish and game departments of the Pacific Northwest states, and the federal Fish and Wildlife Service, undertook through their scientific and technical personnel, and over a period of years, to develop a

program of research calculated to produce the facts sought by the Corps of Engineers.

This was not the work of a week. The Columbia River Research Project was first suggested in 1949. Active studies began the following year; and the matter has been under discussion consistently since. First contracts were signed this summer, and others are expected to be closed progressively over a considerable period in the future.

The entire project will occupy at least eight years, although some elements are expected to be completed in two or three.

Thus far the contracts have all been with public agencies, but it is quite possible that phases of the program may be undertaken by private laboratories or organizations. Information developed under the contracts is the "property of the Corps of Engineers," but an interesting provision gives the contractors the right to use and publish the information.

(Editor's Note — Inasmuch as the work is being done with public funds, and in the public interest, it would seem proper to provide that interested individuals and organizations not actually parties to the contracts should have access to the results. This does not appear to have been provided for in the initial contracts, and past experience has indicated its desirability.)

The Research Responsibility

The research project is directed by a "Technical" committee, working out of the Corps of Engineers district headquarters in Portland. Chairman is J. A. Craig, Engineers' division biologist, with the following biologists as members: Don Johnson, Washington Department of Fisheries; R. C. Meigs, Washington Department of Game; Fred Cleaver, Oregon Fish Commission; J. C. Campbell, Oregon Game Commission; Forrest Hauck, Idaho Department of Fish and Game; J. T. Barnaby, U. S. Fish and Wildlife Service. In addition, Milo Bell acts as consultant and Dr. Richard Van Cleve, director of the University of Washington School of Fisheries, is an ex-officio member.

Heads of the state and federal agencies represented in the Technical Committee compose an Executive Committee to handle matters on which the Technical group cannot agree, or which involve policies outside its field of science and technology.

It should be mentioned here that the research program is in no way concerned with fishery management or industrial economy. It has no concern with when or where, by whom or how, fish are taken. It is concerned with the protection and maintenance of the resource, and not at all with its use—which is strictly a province of the states concerned.

What Do We Seek?

Although the principal aspects of the research project have been determined by the Technical Committee in a period of months of study, it is not a static thing, and may be expected to undergo development, modification and perhaps extension as the individual contracts may indicate.

Broadly speaking, the research has two primary objectives:

1. To determine the most effective and economically justified means of passing migratory fish at dams;

2. To determine how fish populations may be maintained or developed in spite of dams.

Briefly stated, some of the aspects of the research now programmed, but only partially contracted at present, are:

1. Maximum number of fish to be passed at any damsite. Obviously, necessary capacities decline above Bonneville as fish reach their spawning grounds.

2. Reaction of fish when fishway size limits movement. Are present fishway size concepts sound?

3. Reaction of fish to velocities within fishway structures. Present fishways are designed on an empirical basis, and generally use enormous amounts of water—perhaps too much.

4. Attraction of fish into fishway entrances. No studies on structures of Columbia River size have been made since Bonneville was built. Can attraction be improved in the light of experience and present knowledge?

5. Effect of the length of fishways. Where is the point where a fish may refuse to keep on climbing? Fish are counted *out* of the Bonneville fishways, but no one knows how many *enter*.

6. Maximum river turbulence or velocities through which salmon can pass without serious injury or loss. Effect of the tortured water below dams on the fish passing through it is still a mystery after nearly two decades at Bonneville.

7. Use of structures other than gravity fishways. Do mechanical methods of passing fish offer possibilities for savings, or improved effectiveness at any Columbia River dam project?

8. Reaction of upstream migrants to such stimuli as noise, chemicals, or light, either for attraction or repulsion.

9. Handling of downstream migrants. How they may be barred from, or led away from, danger points and into safe passages by hydraulic, mechanical, electric, chemical, light or sound methods.

10. Timing and direction of r
Operation costs and water flow quirements of fishways are involv

11. Controls for operating fishw under varying conditions of head, race water level.

A mingled problem is involved the maintenance of fish populati once the dams have been passed.

What is the effect of the pool u spawning grounds?

What are the optimum conditi for spawning,

Is spawning-at-depth a factor?

Is it possible to create artifi spawning beds?

What are the effects of the w temperatures of dam-created pools the fish, mature and juvenile?

And Who Seeks What?

Under contracts already ente into—

The University of Washing School of Fisheries is studying trol of downstream migrants' m ments by electrical and other mea and also the effects on mature fis turbulence, exhaustion and chem changes in the water.

The Oregon Fish Commission the Idaho Department of Fish Game are working on enumeratio populations as a preliminary to larger problem of determining size of the facilities required at several dam sites; and the Ore commission is also testing the e of existing dams on downstream grants.

The Washington Department Game is preparing to determine if dam pools increase the number predators.

The Washington Department Fisheries has two projects: stud the migration pattern of downstr migrants to determine rearing ar and study of the physical requ ments of spawning beds in an e to determine if they can be artificially.

The Oregon Game Commission s means of increasing by-pass effici at protective screening installat

Program contemplated at pre for the Fish and Wildlife Se study is the guidance of salmon upstream and down by electri other methods; the optimum c tions for fishway entrances from standpoint of attraction; and th structive effect of excessive turbu on downstream migrants.

PACIFIC Fisherman's NEWS

SEPTEMBER
1953

›n-Quota Halibut ‹ts Seattle With sounding WHAM

st deliveries of halibut to reach le from the non-quota split sea- ate summer fishing hit the Seat- xchange with a big WHAM Aug.

ere were 20 trips, and they aver- pretty big, as hailings added up 2,000 lbs.
ces were almost uniform, 18 and or all except two or three trips got an eighth higher.

I PEDRO'S 7TH HERMEN'S FIESTA MES SEPT. 19-20

seventh annual Fishermen's . Sept. 19 and 20 will plunge Pedro into a whirl of festivities g tribute to the men of the fish- et.

ns to make the great port spec- bigger than ever this year are the direction of Chairman Louis ter, aided by Dr. E. C. Spires, Real, George Monardo, Charles i, Ted Rafalovich, Robert Hop- rank Masse, Anthony Nizetich, r Martin, Howard Miller, Bernie lin, George McClean, Bill Bul- nd Capt. A. R. Kline.

real purpose of the fiesta is the t ceremony during which James s Cardinal McIntyre will bless ats of the fishing fleet.

owing the blessing of the fleet, decorated purse seiners — more 100 of them—will pull away he docks for a gigantic boat . For the boats which will best et this year's theme, "Beloved ," there will be more than in prizes.

OLDT HARBOR JOB DUE

or improvements at Humboldt ere expected to get underway this fall following action by ss in appropriating $250,000 projected program, which calls pening the entrance bar to 40', edging the three major chan- 30 feet.

BOUND FOR BRISTOL BAY—See anyone you know? California fishermen on the last leg of the 15-hour flight from Oakland to Naknek via Northwest Orient Airlines plane receive in-flight coffee from Dorthy Anderson, Northern Consolidated Airlines stewardess, who served the plane over the line's route from Anchorage to Naknek. The flight was one of the special trips in which Northwest flew 1,588 salmon people north this summer, in addition to hundreds more handled on regularly scheduled flights.—Northwest Orient Airlines photo.

GIANT SALMON IN FREAK RUN FAR TO SOUTH

The salmon fishing picture during July was a confused one in the Monterey Bay area. A freak run of very large fish at Avila drew many of the boats south, while others got in on a good run at Point Reyes. There were very few found in the bay locally and day boats were tied up the first three weeks of the month.

It is very unusual for salmon to be found as far south as Avila. Many of the fish ran to 60 and 70 pounds. The boats in on this haul got well fast, bolstering an otherwise sad season. At Point Reyes the run continued for a longer period of time, drawing the boats from central and northern California which had not left for albacore in the south.

The latter part of July, herring were found in Monterey Bay by the bait boats. This fact gave rise to hopes that the salmon would follow. Good catches were made by a number of boats but it was far from universal.

BLUEFIN SHOW UP AFTER LONG LACK

The local run of Bluefin, missing from Southern California waters for some years, is again netting fishermen a good revenue. *St. George,* skippered by "Pete" Vuoso, is considered to be top boat in tonnage on Bluefin. In 1947 he caught the first bluefin, local, in July. He is a top mackerel-boat skipper, too.

The Bluefin are being found from the Coronado Islands to Gaviota, and the price from the canneries is $310 a ton. The boats are using mackerel nets to make sets on schools of Bluefin. The *San Pedro Boy,* immediately on return from fishing tuna below the border, netted 32 tons of Bluefin on her first trip out.

ZAMBERLIN BUYS SEINER

Andrew Zamberlin, owner of the big San Pedro bait boat *St. Helena,* has purchased the Monterey purse seiner *Lorraine A.,* formerly owned by Carl Aiello. After one trip to southern waters, Andrew became ill and is now in the San Francisco Marine Hospital. The boat is being run by Mike Elich.

There would be many tiring hours at the wheel for the Captain and Mate of the Atlantic Reefer if it weren't for the Sperry Magnetic Compass Pilot. For 18 months she made many long banana runs back and forth between Ecuador and Miami through the Panama Canal. Now she hauls bananas between Ecuador and San Diego.

"...like having another man aboard for helmsman."

SAYS JOHN RADINE, CAPTAIN OF THE M/V ATLANTIC REEFER

■ As Captain Radine points out, "The Sperry Magnetic Compass Pilot is like having another good man aboard for helmsman." Once the course is set it's followed automatically through the heaviest seas and more accurately than would be possible under human control. Fuel consumption is reduced, miles and hours are saved, and in the case of the Atlantic Reefer, officers' time and energy are conserved.

■ Whether you're shipping bananas, catching fish or h dling other cargo, a Sperry Magnetic Compass Pilot pay for itself in quick order. Write our nearest Dis Office for additional information.

SPERRY GYROSCOPE COMPANY
DIVISION OF THE SPERRY CORPORATION

GREAT NECK, NEW YORK • CLEVELAND • NEW ORLEANS • BROOKLYN • LOS ANGELES • SEATTLE • SAN FRANC
IN CANADA – SPERRY GYROSCOPE COMPANY OF CANADA, LIMITED, MONTREAL, QUEBEC

Pacific Fisherman's NEWS
nber, 1953 Volume 51, Number 10

Gilbert.....Editor
McCauley.....Associate Editor
s L. Shaw.....Canadian Editor
F. Leete.....No. Calif. Editor
Ponsford.....So. Calif. Editor
d N. Crosby.....Advertising Mgr.

ILLER FREEMAN PUBLICATION

Freeman.....President
ice K. Smith.....Vice President
n B. Freeman.....Vice President
Freeman, Jr.....Secy.-Treasurer

Publication Office
Fitmer St., Los Angeles 17, Calif.
DUnkirk 9-1112

itorial & Advertising Offices
Columbia St., Seattle 4, Wash.
MAin 1626

DISTRICT OFFICES

ington Ave.....New York 17, N. Y.
MUrray Hill 3-9294
ward St. (Rm. 308).....Chicago 26, Ill.
ROgers Park 4-3420
nk Bldg.....Vancouver, B.C., Canada
MArine 7287
Third Ave.....Portland 4, Oregon
BEacon 6348
nd St.....San Francisco 5, Calif.
GArfield 1-5887
Avalon Blvd.....Wilmington, Calif.
TErminal 4-4538

CORRESPONDENTS

.....Erv Jensen
n.....Gene Brice
t.....Mrs. Vi Haynes
.....Myrth B. Sarvela
rg.....Miriam G. McKechnie
im.....Mrs. Pauline Constanti
nding.....Mrs. Lillian B. Woodward
arbor.....Ade Fredericksen
.....Mrs. Elsa Auvil
ay.....Mrs. Irma Wood
y.....Bob Campbell
.....F. F. Flaherty

E OF ADDRESS: Please send notice of of address as early as possible, and both old and new addresses, plus zone ext new address.
ISING: Complete plates only should to the Publishing Office at Los An- . Advertising copy and cuts, instruc- insertion orders should be sent to the office.

ITAS TO EUROPE

Cincotta, manager, Cincotta San Francisco and Monterey en's supply and equipment ccompanied by Mrs. Cincotta, eir son Skip, recently dis- l from the Army as a first nt after seeing service in Ko- k off on a flying trip to Europe nth, to be gone until some time nth.

Cincottas planned on visiting Milan, and Venice, and other n Italy, as well as other coun- their trip.

Y DIES AT SEA

Selby, 60-year-old fisherman orro Bay, Calif., died aboard *Jack Junior,* some 285 miles f San Diego, late in July. His as aboard as were his sons, . and Tom. The Coast Guard Perseus took the body of the herman aboard.

New Calif. Trawl Gear Law Makes Important Changes in the Cod-End

Dragboat fishermen operating out of Eureka and other northern California points are taking steps to inform themselves and conform to newly enacted California legislation regulating trawl nets, adopted at the last session of the legislature, and due to take effect as of September 8, 1953.

Among other provisions, the new law requires that hog-ring bags shall not measure over 20 meshes in length or 100 meshes in circumference. Double bags or cod-ends may be used, provided that the same are made of cotton only of not over 120-thread construction, and so tied to each rib line that the knots of each layer shall coincide, knot for knot, for the full length of the double layer and that the double section shall not measure over 20 meshes in length or over 100 meshes in circumference. Chafing gear shall not cover more than the last 120 meshes in the length of the net and bag combined, and shall cover not more than the bottom half of the circumference of the net and bag, and in no event shall be fastened to the net or bag at the trailing edge. Not more than eight rib lines may be attached to any type bag or cod-end, and no preservative may be used to treat bags that will impair the flexibility of the original material or restrict the apertures of the mesh.

SAN DIEGO BITE-SIZE ITEMS

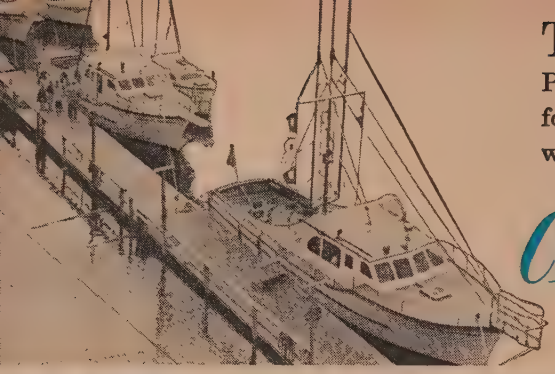
Joseph C. Rogers has sold his clipper, *Mary Jo,* and purchased a controlling interest in the *Valiant,* formerly *Cal-Mar,* and has become her skipper. Before leaving the vessel was on the ways at Campbell Machine Co. for general inspection and painting with American Marine Triple C bottom paint . . . *Barney Maughan,* skipper of the *Aggressor* recently reported to the California Fish & Game catching what is believed to be the first tagged bait, an anchovetta taken in Guaymas Bay . . . *John Zolezzi,* owner of the clippers *Morning Star* and *Lone Wolf,* celebrated his 25th wedding anniversary August 6, at San Diego . . . *Fernando Medina* was slated to take out the giant tuna vessel *Scarlet Queen.* Harold Morgan Jr., who had her out for several trips has returned to the *Chicken of the Sea* . . . New coils were installed in the bait boxes of the *Cape Beverly* at Harbor Boat & Yacht, San Diego. *Dan Silva* is captain . . . In the same yard was the *Helen S* for routine repairs and painting. *Tony Jesse* is her skipper; *John Marinkovich,* chief engineer . . . *Joe Correira* is new skipper on the *Virginia R,* taking over from *Manuel Rabelo* . . . *Avey Gonsalves'* steel clipper *Excalibur* was recently sandblasted and given a coating inside the bulkwarks and on decks of Koppers' bitumastic. Exterior above water line was painted with Woolsey white . . . *Carl Hankin* is now using the Gray-powered tender he lifted off the wrecked *Sonja,* and installed aboard his *West Point* . . . Kettenburg was given an order for a 16' tuna tender by *M. O. Medina* for the *Star of the Sea.* Boat is powered by a Chrysler Crown, straight drive . . . *Eugene Cabral,* skipper of the *Ecuador,* made his best trip since taking over the clipper, a capacity fare in less than 60 days . . . *George Alameda,* with the *Sun Hawk* and *Joe Batista,* with the *Monarch* are running a close race for fishing honors in 1953 for clippers under 100' in length . . . In the long-range vessels, *Manuel Neves,* skipper, and *Arnold Neves,* chief engineer, are doing a fine job with the 150' *Constitution* for *Uncle Joe S. Rogers.* In August the pair had the great Campbell-built clipper out on her sixth trip since she was commissioned last year . . . San Diego Marine Construction got the job of reconditioning the *Courageous,* which sank in San Diego Harbor in July.

GILLNETTER'S ADVENTURE IS FEATURED IN MAGAZINE

Bill Puustinen — officially W. William Puustinen—is a former Columbia River gillnetter, and a former Columbia River correspondent for *Pacific Fisherman,* whose descriptions of gillnet gear and equipment have been the standard references on the subject for 20 years.

One of his fishing scrapes—the time he became fouled in his net in a gale, with the tide taking the net one way and the wind driving the boat the other—he describes in a story in the August issue of *Argosy,* a national magazine for men. The story is the current one of a series entitled "My Most Exciting Adventure."

Puustinen fishes no more. He's a filbert grower now; but he still represents the Columbia River Fishermen's Protective Union at the state capital during sessions of the Oregon legislature, where long ago he earned a reputation as a spokesman for gillnetters.

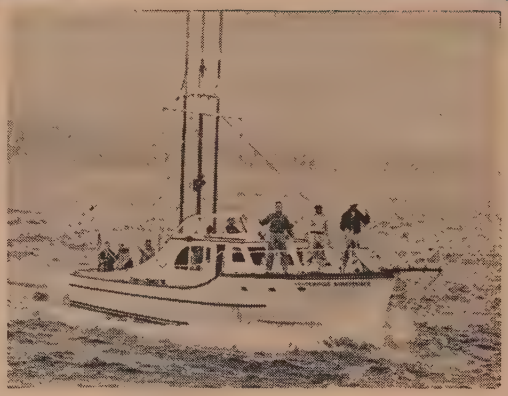


To Commercial Boat Owners, "Top-Power" Means "Top Profits." That's why Chrysler Marine Engines were selected for the Tradewinds Troller Fleet of Depoe Bay, Oregon. That's why charter boat fishing fleet operators everywhere rate . . .

CHRYSLER . . . No. 1 for Char

Fishing Fleets

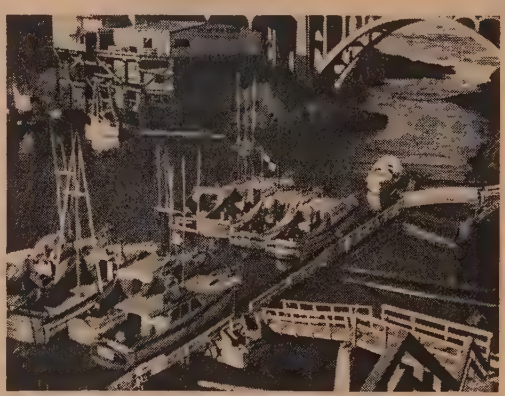
"Depoe Bay, Oregon. Here we are about ready to shove off for the fishing grounds and a date with some 'big ones' out in the blue Pacific.



"On the way out, the Skipper told us we should catch about fifty fish between the eight of us aboard the fifty-foot 'Kingfisher,' flagship of the Tradewinds fleet.

"That was the shortest and enjoyable four hours I've ever caught seven beauties. These are beauties, too! Everything d

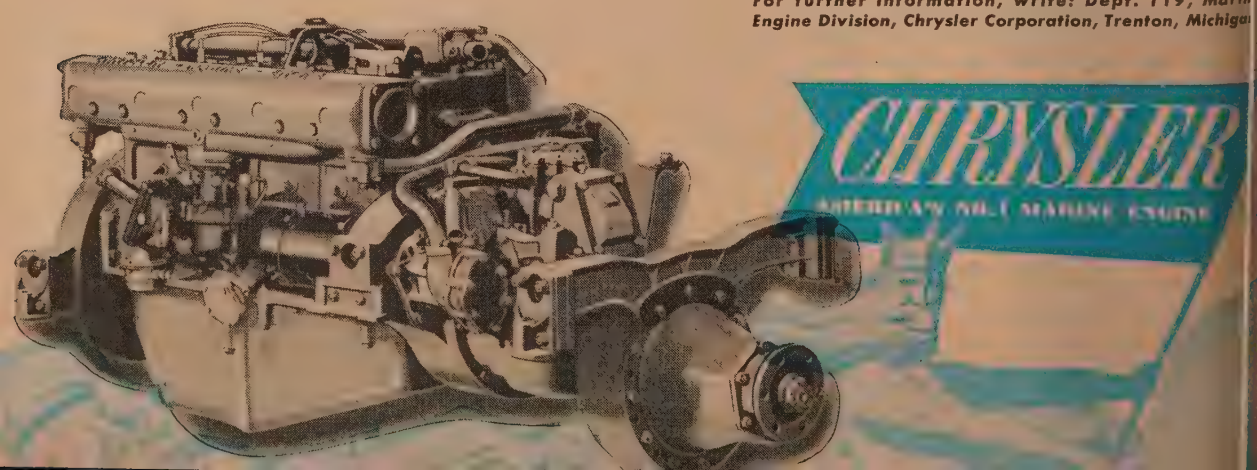
"Here's our proof! 'X' marks my seven. I understand the 16 boats of the Tradewinds Troller Fleet took 50,000 fishermen out in 1952.



"Here's part of the Tradewinds fleet. The 'Kingfisher' is Chrysler-powered which probably explains how we got out so quickly, yet trolled so nice and smooth.

"Captain Stan Allyn, in the n co-owner and manager of winds, told me he's never yet an engine that beats Chrysle

For further information, write: Dept. 119, Marin Engine Division, Chrysler Corporation, Trenton, Michiga



ORE FISHING SKETCHY GH FIRST MONTH

s from Moss Landing and Mon-oats working Albacore out of iego was not encouraging at st of August. It was still too o tell whether or not the season ing to be poor, but it was not u good start. The larger boats ran down to the Benitos and upe were back after 10 days to eks with 5 and 6 tons and the boats in and out of San Diego -week trips were bringing in ton or two.

* * *

e is one fisherman who doesn't o much whether he catches not. He is David Danbom of on the *Pintail*. Dave spent 17 overseas, 15 of them in Korea says the peace and quiet of an is wonderful.

* * *

Landingers and residents of adjacent communities are pleased that Governor Warren has recently signed a bill enabling the boundaries of Moss Landing harbor district to be extended. "Mac" Kerr, chairman of the Moss Landing Harbor committee of the Salinas Chamber of Commerce declares this action will make the district ready to expand with the consent of the harbor board and property owners when the need arises.

* * *

Dick Maier and his wife of the *Warrior,* 90′ drag boat out of Moss Landing, have made the vessel look almost like new. A coat of grey paint has changed the appearance of the veteran and Dick gives most of the credit to his "missus."

* * *

Dredging of the entrance to Moss Landing harbor is nearing completion. The work has been delayed by rough water but engineers have assured that the 17 foot channel will be finished by the time the Albacore fleet arrives.

William Elwood of Oakland has purchased the boat *Mickey Finn* from Ed Allen of Campbell and renamed the vessel, the *Shirley E.,* after his wife.

SHRIMP OPERATIONS INITIATED BY LAZIO

With the Tom Lazio Fish Company making plans to go into the field in earnest, shrimp operations on a commercial scale loomed at Eureka during the remainder of the current season and probably for the future, if initial exploitation proves as successful as indicated.

The first major catch of shrimp came into Humboldt Bay about mid-June, aboard the boat *General Pershing,* skippered by Leonard Harrison, Eureka. The 1,500 lb. fare was unloaded at the Lazio docks, for processing. Indications were that several other craft would enter the trade out of Eureka while some craft at Crescent City also were in operation.

Currently, the Lazio Company is schooling a crew of shoreside workers in the procedures of cooking and peeling the shrimp, on a commercial scale. The company expected to meet the demand of the local market first, the remainder to be shipped to other points.

Initial catches were being taken in the vicinity of the mouth of the Klamath River, at about 90 fathoms.

KETTENBURG
-butor—Sales—Service—Parts
Chrysler Marine Engines
Builders of 14′, 16′ & 18′ Tuna Tenders - - Chrysler Powered
ETTENBURG'S famous "K-38" Albacore and Combinations
TTENBURG BOAT WORKS
x 65, Point Loma, San Diego 6

BOICELLI & BOSS
2909 JONES ST. SAN FRANCISCO
FISHERMEN'S WHARF
Chrysler Marine Engines
SALES - INSTALLATION - SERVICE
COMPLETE ENGINE REPAIRS
AUTOLITE MARINE BATTERIES
KOHLER ELECTRIC PLANTS

HRYSLER marine engines
old and Serviced by
E NATIONAL SUPPLY COMPANY
ROM OREGON TO ALASKA

et your new power requirements, and service your present engine ment, the Engine Division of National Supply maintains sales and e facilities all along the coast from Portland to Ketchikan. These rn maintenance and overhaul facilities assure you of maximum ncy and power from your marine engines.
information on the complete line of Chrysler, Superior and Atlas es with HP and RPM ratings for every marine power requirement, an call on any one of these Sales and Service Offices: Astoria, Ore., eventh St., P.O. Box 57; Halifax, Nova Scotia, Canada, 76 Upper Street; Ketchikan, Alaska, 900 Water St., P.O. Box 2021; nd 14, Ore., 237 S. E. Union Avenue; Seattle 99, Wash., Salmon erminal; Vancouver, B.C., Canada, 1859 West Georgia Street.

ENGINE DIVISION
THE NATIONAL SUPPLY COMPANY
Plant and General Sales Offices: Springfield, Ohio

FAITH

More Fishermen put their Faith in Porterdale Superior Seine Twine than in any other brand.

In almost every field one product attains *Leadership.*

More than any other, this product has earned the confidence and justified the FAITH of those who depend upon it.

More Fishermen put their Faith in Porterdale Superior Seine Twine than in any other brand.

Of equal importance, this Leadership has been *earned* over a period of more than 70 years.

Insist upon Porterdale Superior Seine Twines and fishing quality Ropes for outstanding performance and dependability.

BIBB MANUFACTURING COMPANY, Macon, Georgia

Keeping FAITH with Fishermen . . . *Since 1880*

PACIFIC COAST DISTRIBUTORS

SEATTLE, WASHINGTON
- Seattle Marine & Fishing Supply Co. — Pier 59
- Sunde & d'Evers Co. — No. 1 Colman Dock

ASTORIA, OREGON
- Englund Marine Supply Co. — Foot of 15th Street

CALIFORNIA
- Weeks-Howe-Emerson Co. — 295 Mission Street, San Francisco
- C. J. Hendry Co. — 27 Main Street, San Francisco
- C. J. Hendry Co. — San Pedro • San Diego

VANCOUVER, B. C.
- Gundry (Pacific) Ltd. — 364 Alexander Street
- C. P. Leckie & Co. — 1748 West Fourth Avenue

ICAN — ELFIN COVE — GGEST TROLLER BECOMES)ME FOR THE BROOKS

y T. Brooks, who is captain on tug boat *Diamond Z II,* and his Bea, are so well pleased with troller *Sound of Oak Bay,* that have moved from their home to on the craft.

.e *Sound* is the largest troller seen cy Strait, 61′ long by 14′6 beam 7′8 draft. Years ago she was the ery tender *Grant,* for Booth, but been completely rebuilt from the ion up.

.e *Sound* boasts a Northern re- r and a 65-watt Apelco trans- er. The hinged top over the set as a chart table and a concealed ance to the hatch. She has Kol- id gurdies and a Chrysler Crown ne, 5 to 1 reduction, which en- the *Sound* to travel at 8 knots. y built the pilot house himself he galley is any woman's dream. and cold water under pressure the 250 gallon tank insures sat- tory results topside and for the er stall below deck.

und has a 32 volt light system, Bea enjoys the privilege of using ll size washing machine, plus appliances. Water is heated coils installed in an oil heater.

---

e *Maggie Murphy,* featured in a by the same name, is no more. Paulson, who bought her for and fished her for ten years, antled and beached her at Elfin last year. To get her out of the he destroyed the hull by fire summer.

orge Fabricius, formerly of ngell, but now superintendent of ols at Kenai, joined the fishing again this year. George has fished is area for ten years. Last sum- he stayed in Oregon for a vaca- How did he spend it? Fishing— port!

ry Tennison, son of Mr. and Mrs. n Tennison, who have the troller *mary,* and Eva Keneau of Peters- burg, were married recently in Petersburg.

Sophie II, skippered by Carl Strom, had her bow and rigging damaged when she struck the float at Pelican. 'Pop' Edgecombe, mayor of Pelican, repaired the damage and the *Sophie* is again fishing.

Charles Metz had a narrow escape when he fell asleep at the wheel of his troller *Sea Hawk* while rounding Column Point. The boat hit a rock and the impact caused Charles to fall and knock himself out. Fortunately, the packer *Phoenix II,* skippered by Ike Cropely, was nearby and came to the rescue. Charles had been up late for two nights installing an echo sounder.

SUNKEN CLIPPER'S REFITTING TO PROVE COSTLY UNDERTAKING

When the 131′ steel tuna clipper *Courageous* sank in 30′ of water at San Diego's embarcadero, July 18, her renovation was to prove one of the costliest in tuna clipper history. It was estimated it would cost somewhere between $150,000 and $200,000 to re-fit the big hook-and-liner for resuming her fishing career.

In addition to the damage done to all machinery, diesel, electric and refrigeration, the vessel had 312 tons of fish aboard when the accident happened. Of this the large majority was condemned when she was raised sufficiently for the cargo wells to be unloaded. Owned by Manuel J. Sousa and associates the $300,000 clipper was built in 1944 at a Long Beach yard.

Beached Dragger Fixed

John Spadaro's Monterey purse seiner *Lina V.II* underwent a general overhaul at the Sausalito Shipbuilding Co., Sausalito, Calif.

Crescent No. 2, owned by Consolidated Fisheries, Inc., San Francisco, was being repaired at the same yard after going on the beach near Bolinas Creek. She managed to get off the beach under her own power.

Trolling Tot Scalped When Her Hair Fouls Shaft of Gurdy at Sea

The long tresses of seven-year-old Dixie Dammert nearly cost her life while she was trolling this summer with her father, James Dammert, and the family on the West Coast of Prince of Wales Island near Port Alice in their new troller *Gay Wind.*

While the family were at breakfast, Dixie went on deck. She was absent only a few minutes when her family heard her scream. Rushing out on deck they could not see her in the cock-pit or overboard and then located the cries coming through the hatch from the hold of the boat. Her long hair had caught on the gurdy shaft that runs through the hold under the deck. The father brought the screaming child from the hold of the boat; she was covered with blood and her scalp was missing.

Quick thinking on the part of the mother probably saved the child's life. She held the child, who was still conscious, and had her 17 year old sister go into the hold and unwind the scalp from the gurdy shaft. Dixie, still crying and bleeding obeyed her mother and sat still while she put the scalp back on her head, bandaging it with sheets.

Two hours after calling the Coast Guard a plane arrived and took both mother and child and flew them to the Sitka Mt. Edgecumbe Hospital. Six hours after the accident the child was in the hospital and after a blood transfusion her condition was pronounced good.

The scalp was secured by the doctor around the edges and according to the medical authorities even Dixie's hair may be saved. She is still in the hospital and the family are now fishing the *Gay Wind* at Cape Edgecumbe out of Sitka where they can visit their daughter.

Preparing for the Albacore season at San Diego, **Milo Shep** has installed a Petter 2 cyl. 10-hp. diesel auxiliary in his vessel **Patrita.** Shepherd Marine, distributor for these vessels, made the installation.

WHITER, EASIER-TO-CLEAN TOPSIDES USE WORLD-FAMOUS

CAWLUX" WHITE

In Gloss, Semi-Gloss and Semi-Flat Finishes

Smoother, longer-lasting, resists discoloration by gases and fumes

"STAYS BRIGHT THE SEASON LONG!"

IT'S A WOOLSEY PAINT PRODUCT

A. WOOLSEY PAINT & COLOR CO. INC.

:9 East 42nd Street • New York 17, N. Y.

Marine Supply Company, 1217-1223 Western Ave. ..... Seattle, Washington
Marine Supply Company, 235 S.W. First Avenue ..... Portland 4, Oregon
Howe-Emerson Company, 255 Mission Street ..... San Francisco 5, California
ego Marine Hardware, 1502 Indian Street ..... San Diego, California
Boat Co., 11222 Atlantic Blvd. ..... Lynwood, Calif.

WHAT DID WE HIT?

If a plank let go or you struck a submerged object, could you keep YOUR boat afloat?

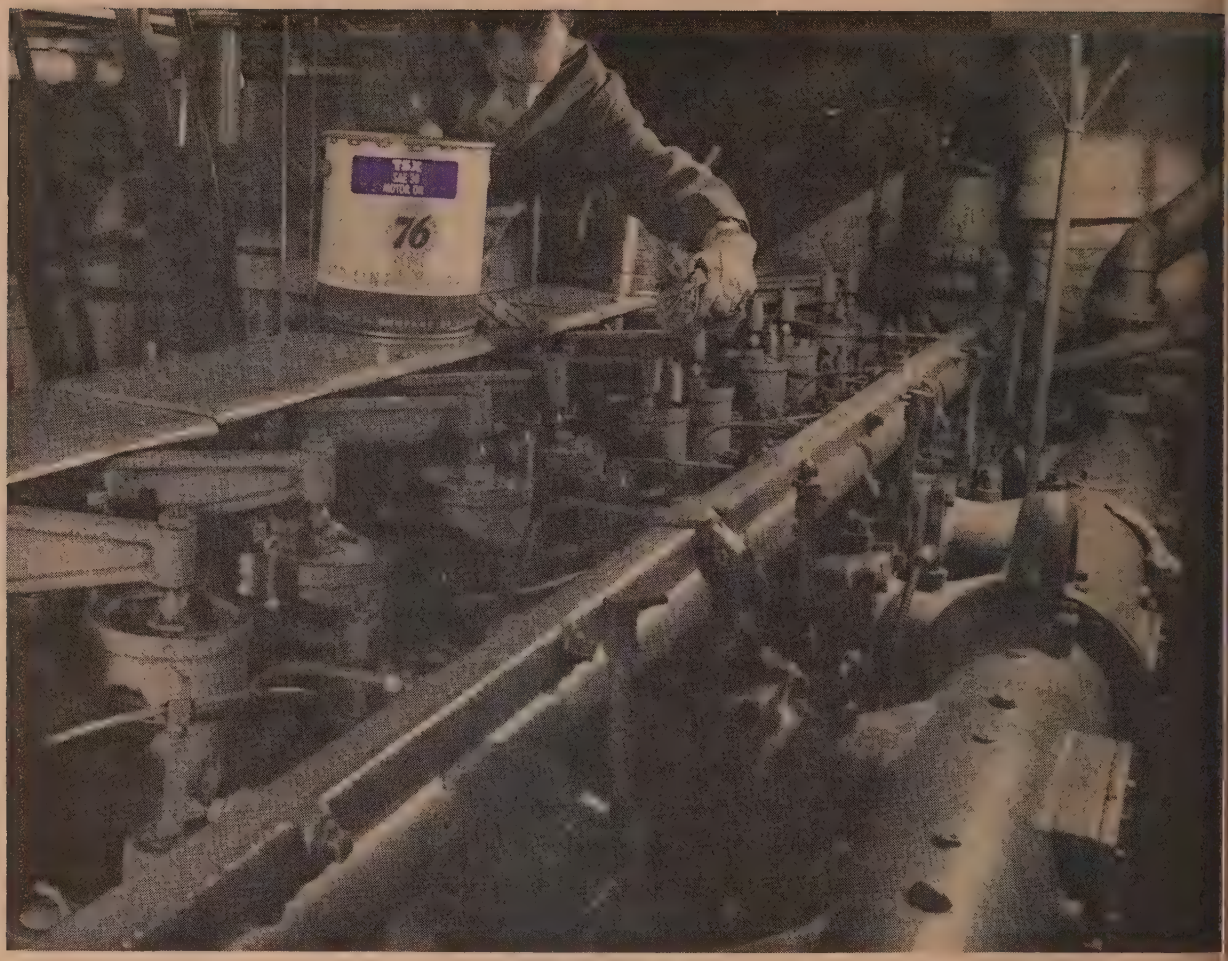
MP bilge pumps are designed specifically for the rugged job of keeping boats afloat—protecting not just property, but human life. Protection from the sea for 4,000,000 G.I.s in two wars.

1. All bronze construction.
2. Runs continuously—wet or dry.
3. Pumps its weight in water every second.
4. 27 models to choose from.
5. Capacities to 280 gallons per minute—over 16,000 gallons per hour.

Ask your local yard or dealer for more details. From $39.00

MARINE PRODUCTS COMPANY

DETROIT 14 MICHIGAN



T5X CUTS OPERATING COSTS

If engine breakdowns are keeping your operating costs too high . . . then change to T5X motor oil. Heavy-duty T5X, the amazing *purple* motor oil, can boost your profits by guarding against costly engine breakdowns.

Even under the most *severe* conditions—storms, heavy loads and long hours—T5X gives *superior* engine protection. T5X protects rings, bearings and other moving parts against wear, and greatly extends time between overhauls.

T5X protects against the clogging effects of sludge. And T5X keeps engines cleaner by retarding the formation of lacquers and varnish.

Give T5X the toughest test you can. Prove to your own complete satisfaction that T5X means less wear, lower maintenance costs and greater engine protection at all times.

Get heavy-duty T5X motor oil at any Union Oil marine dock in key Pacific harbors from Alaska to Panama . . . and in most principal West Coast ports throughout Central and South America and in the Far East.

OFFICES: LOS ANGELES: Union Oil Building • NEW YORK: 45 Rockefeller Plaza • CHICAGO: 1612 Bankers Building
CINCINNATI: 2111 Carew Tower Building • NEW ORLEANS: 644 National Bank of Commerce Building

UNION OIL 76 COMPANY OF CALIFORNIA

Makers of UNOBA—the original multi-purpose grease.

›int Roberts Drum Seiners ut-Fish Conventional Boats

ım Seiners out-fished convention- ırse seiners 1.44 to 1 on the Roberts grounds of Puget i in the month of July, accord- › data compiled for *Pacific Fish- n* by the Washington Depart- of Fisheries.

ı Gooding, assistant to Robert hoettler, director, reports that ight drum seiners which fished Roberts through July put-in 113 days and took 35,800 salmon of ›ecies, for an average catch of fish per boat per day.

ring July there were 109 con- ›nal purse seiners which worked Point Roberts grounds, fishing boat days, and making a total of 283,746 salmon of all species. This is an average per boat per day of 219.4.

Unofficial reports indicate that *Yankee Boy,* a drum seiner operated by Paul Glenovich, was July high boat at the Point, with a catch in the neighborhood of 8,000 fish.

With fewer men to the boat, drum seiner shares of course were definitely attractive.

Advocates of the new form of gear point to the fact that July was the first month most of the men had ever worked with the drum seines, and that they could be expected to give an even better account of themselves in later months, as they became more fully familiar with the gear.

TOL BAY SAILBOATS VERTED FOR TROLLING

fleet of the famed Bristol Bay ›at double-enders are being re- led and equipped with power Westport sport fishing.

lozen of the 29-foot "cat-rigged" tters were purchased by Wallace ss of Seattle, now operating at port. Three of the five-ton boats, deled by H. A. Long of Olympia, working out of Westport early ly and others were to be added e fleet if the demand warranted. e boats draw 3 feet of water and owered by 50-horse Universal or orsepower Chrysler engines. motor turns a 20 by 14 inch el.

ien Long got the boats they were ›are hulls. He took out the cen- ard trunks used in sailing, ripped he fish boards, put on skegs, in- d motors, propellor shafts and ls and built decks and cabins. It Long and his sons about three s to a month to complete each

New Diesel Power for California Albacorers

The Albacore boat *Danny Boy* is now fishing with a D4400, 40-hp. 4-cylinder "Caterpillar" propulsion unit, 3:1 Twin Disc reduction gears, and a Hallett AC-1 air-cooled 1-cyl. 5-hp. auxiliary to operate the refrigeration system.

Shepherd Marine at San Diego also installed a D-315, 53-hp. "Caterpillar" in the *Nina,* Pete Piranio. Reduction is also Twin Disc, 3:1.

EX-SEINERS SEEK TUNA

Sea Queen, skippered by Joe Ferrante, Monterey is fishing Albacore in southern waters. The big Monterey purse seiner *A. A. Ferrante,* owned by Joe and his family is fishing for tuna. She is being skippered by Tom Mardesich.

Tony Kontasch, Marshall, Calif., had the GM 6-71 diesel engine of his troller completely overhauled at Shoreline Diesel Maintenance Co., Fishermens Wharf, San Francisco. Tony also purchased a Bendix depth recorder from them.

SITKA— TROLLERS PROTEST AS SEINERS FISH HERRING

A good showing of herring appeared early this summer at Cape Edgecumbe and along the outside of Kruzof Island for the first time in a number of years; and with the herring schools of nice fat King salmon. Among the fleet fishing in this area in June a number of $1000 trips were delivered in Sitka.

Then in June the herring seiners for the reduction plants arrived and began fishing herring.

The Northern Fishing Vessel Owners Association, the Sitka Chamber of Commerce and other business men protested to the Fish and Wildlife Service, which issued orders to have Sitka Sound closed to herring seining for reduction purposes.

Shelikof Bay a little way up the coast from Cape Edgecumbe, was also packed with herring. King salmon fishing was good there too, and about 50 trollers were working there. The seiners then moved into that area, and at times there were as many as nine of the big seiners in the small area.

Four trollers, the *Silver Finn,* Skipper D. Johnston and wife; the *Pamero,* Oscar Moline and wife; *Redwing,* Lenard Wood and wife, and the *Dobay,* Monk Jenness and wife left Sitka for the south at the end of July. There are many others of the 100 boats fishing in the area that are talking of leaving.

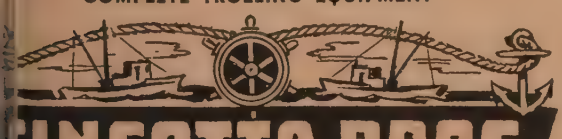
G. A. Anderson and wife of the *R.G.A.* and C. G. McCain of the *M. & I.* left about a week earlier. Mrs. McCain is in the Marine Hospital in Seattle where she is recovering from an operation.

Mrs. Howard Hunter flew south late in July to be with her daughter, Mrs. Lenord of Edmonds when her grandchild arrives. Bill Green signed on the *Lois Ann* to fish with Howard for the rest of the season.

LBACORE GEAR

- Stainless Steel Trolling Wire
- Nylon and Stainless Steel Leaders
- Cinco Brand Stainless Steel Albacore Hooks

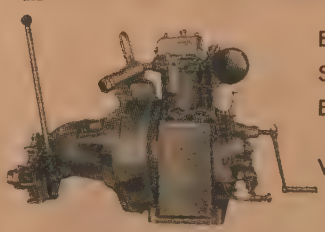
COMPLETE TROLLING EQUIPMENT



INCOTTA BROS.

Jefferson St., San Francisco, Calif.
203 Alvarado St., Monterey, Calif.

COVENTRY VICTOR MARINE DIESEL ENGINE



EASY COLD STARTING
SMOOTH RUNNING
ECONOMICAL— COMPACT
WORKING PARTS TOTALLY ENCLOSED

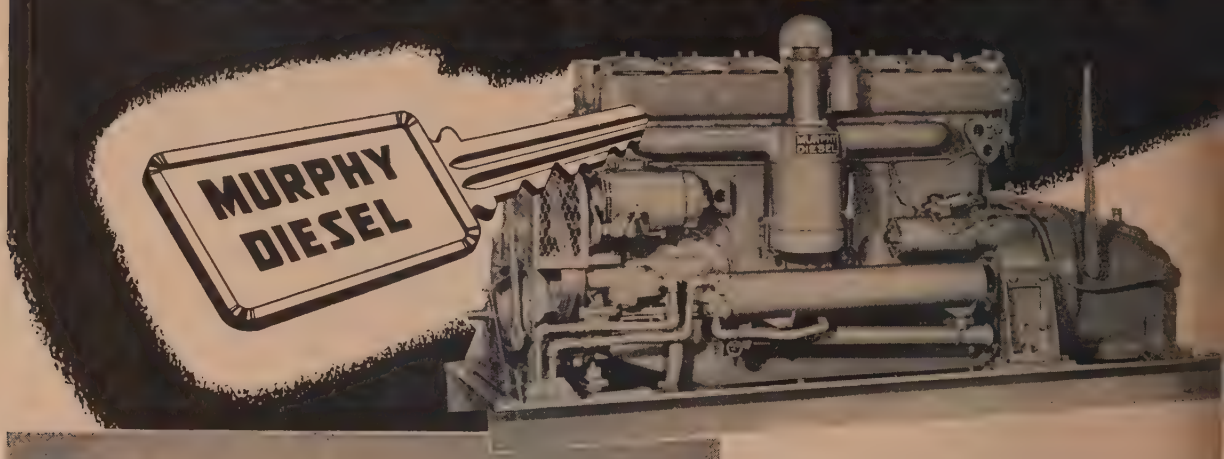
Fully Epicyclic Gear Box—2:1 Reduction
7 h.p.—358 lbs. 9 h.p.—378 lbs. 12 h.p.—408 lbs.

Complete Information on Request

Thompson Engineering Co. • Box 106 • Gardena, Calif.

Here's your Key

TO MORE PROFITABLE FISHING



The "Red Wing" another Murphy powered seiner. A 57 footer, she is owned by John L. Frey of Seattle and is powered by a 190 H.P. Murphy Diesel.

269

THERE are a lot of factors that determine how profitable your fishing operations will be. Some you can control—others you can't. But you can do something about power for your boat. You can put in an engine that's dependable under all conditions, economical on fuel and maintenance, rugged and responsive when you need power in a hurry. One engine fills this bill—the Murphy Diesel.

The Murphy Diesel is built like a big diesel. It's a "true" diesel with unit fuel injection, four valves per cylinder, dual overhead camshafts and other proved design advantages. For you, they all add up to better performance, longer engine life and lower overall economy. The full story is given in the booklet *"10 Reasons Why Your Next Engine Should be a Murphy."* Ask your Murphy Diesel Dealer for a copy or write direct.

MURPHY DIESEL COMPANY

5301 W. Burnham St., Milwaukee 14, Wisconsin

Marine propulsion engines and auxiliaries, 90 to 225 H.P. marine type generator sets, 60 to 140 K.W.

MURPHY DIESEL

SAN DIEGO 1, CALIFORNIA
Diesel Technical Service, Inc.
205 W. Market Street

SAN FRANCISCO 9, CALIFORNIA
Oswald Machine Works
2936 Hyde Street

SEATTLE 7, WASHINGTON
Alaska-Pacific Supply Co.
2312 Market Street

VANCOUVER, B. C., CANADA
Northern Engine & Equipment Company
(B. C.) Ltd.
155 Water Street

SCOPE and SOUNDER

Monthly digest of present-day pioneering methods and equipment in world fisheries

By PETRALE*

'ua Ski"

new underwater ski to prevent ing of trawl nets has been de- ed and patented by Melvin Guess Newport, Ore., currently King fishing on Bering Sea as a mem- f the crew of the trawler *Deep*

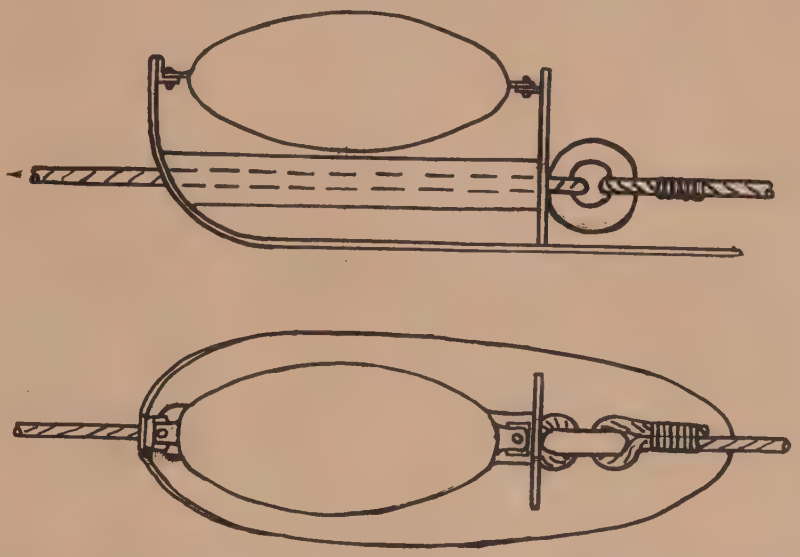
e drawings shown illustrate the od in which the "Aqua Ski" is ructed and how it is rigged. For- of the wing of the trawl, the d cable of the dandy line or is threaded through a tube in Aqua Ski." The drawing shows i is spliced into the bottom dan- ; however, in practice Mr. Guess een using a shackle behind the Rigged in this manner, it may aced on or removed in a short The ski is free to slide forward e ground line so that on the "lift" of the net, the ski will into the "bight" on the stern e boat. Therefore, the ski does ave to swing in the rigging.

inventor has been dragging for ars on the Oregon and California s and has experimented with Aqua Ski" for the last five years. ki he is now using weighs ap- nately 25 lbs. out of water and submerged. Since Mr. Guess has d using the "Aqua Ski," he re- that he has never had a sign id or sand. If the "Aqua Ski" ient at keeping the net free of it should command considerable st with west coast trawlers, and lso have use in the gulf shrimp ., "Petrale" would appreciate ents and letters from other rs regarding this gear.

oratory Fishing

e June 8 the Fish and Wildlife e exploratory fishing vessel *N. Cobb* has been investigating n populations in offshore Pacific s near the western Aleutian

rale will attempt to answer ques- from readers; and will welcome pondence relative to develop- which fishermen may consider of inclusion in future editions. ments, questions and contribu- hould be addressed to: PETRALE, *Pacific Fisherman's News*, 71 bia St., Seattle 4, Wash.



Islands. Activities in June were confined to two stations, centered respectively at 51° 30′ N. — 177° 20′ W. (about 40 miles south of Kanaga Island) and at 51° 00′ N. — 178° 00′ E. (about 45 miles southeast from Amchitka Island). Although several other fishing methods have been tried, such as longline and trolling, only gillnets have proved successful so far in catching salmon. Catches in these areas have varied from 8 to 18 fish and averaged 10 fish per 100 fathom shackle, consisting of 33 percent red, 46 percent chum, and 21 percent pink salmon. Weather conditions and rough seas have been difficult for gillnetting operations.

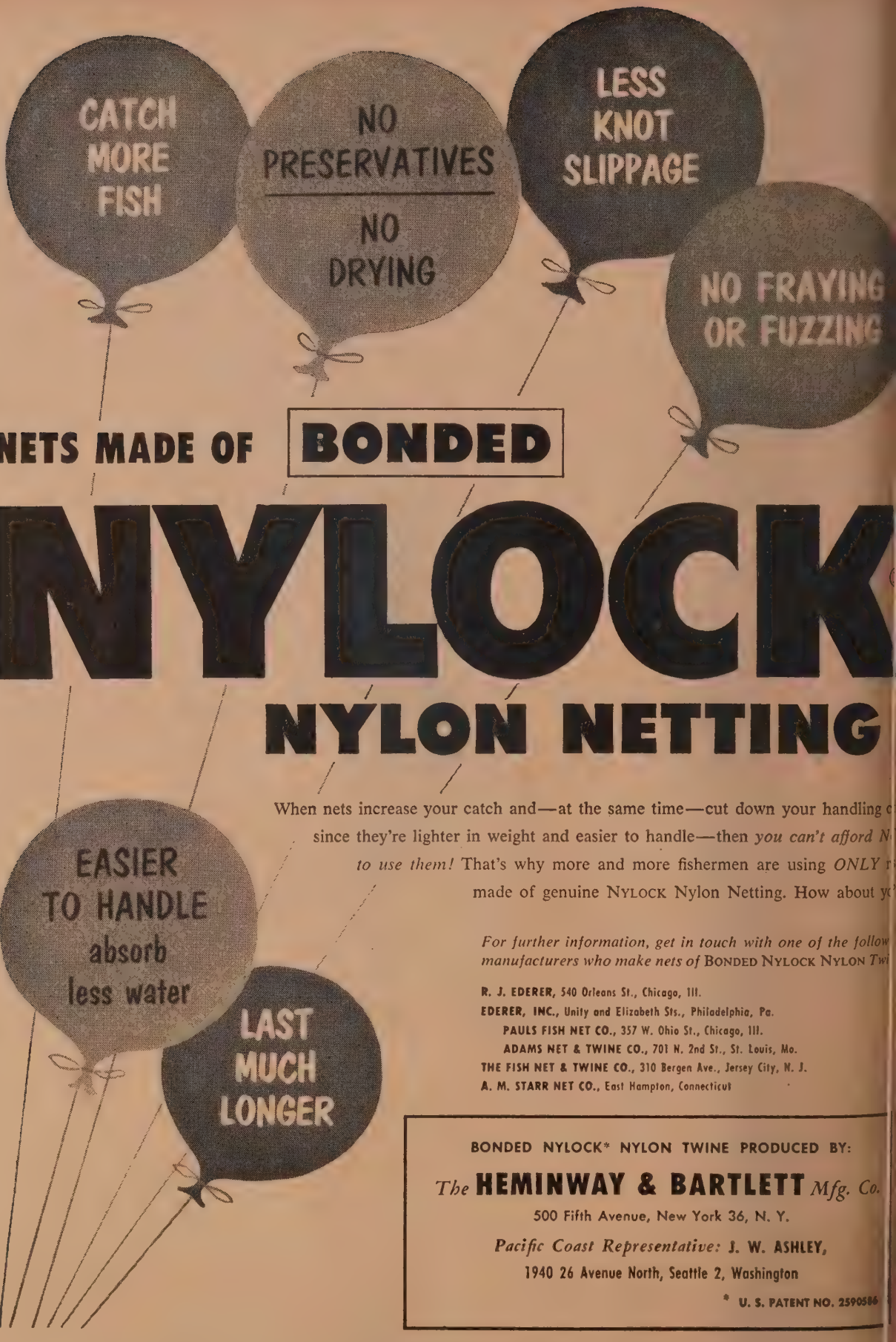
Fish Oil Research

The technological laboratory of the USFWS has started a new experimental project directed toward preparing various products of commercial interest from marine oils. The researchers feel that a broader and more stable industry would result if instead of marketing only crude oils, the fish oil industry would chemically process the oils into a variety of substances with specialized properties and uses. A few of the many products which can be made from marine oils are plasticizers, germicidals, detergents, and polymers. Work now underway at the laboratory is designed to study methods of making such products and to evaluate their usefulness.

The initial phase of the project which involved a study of the "urea method" for fractionating the fatty acids obtained from fish oils, was completed in June. Some of the results of these experiments on fractionation were presented before the joint industry—government meetings in Washington, D. C. and drew considerable interest from east coast fish producers. The work on fractionation was carried out by William Summerwell, bio-chemist at the laboratory, Claude Domart, a French chemist holding a fellowship at the University of Washington, and Clarence Haynes, a chemical engineering student at the University of Washington.

Marine Fish Plants Into Salton Sea Successful

The California Department of Fish and Game has made several plants of marine fishes into the Salton Sea during the past few years. Prior to these plants, the striped mullet and possibly a few "ten pounders" were the only important food fish living in these waters. The Salton Sea, which covers 275 square miles, has a salinity which approximates that of



NETS MADE OF **BONDED**

NYLOCK

NYLON NETTING

When nets increase your catch and—at the same time—cut down your handling c
since they're lighter in weight and easier to handle—then *you can't afford N*
to use them! That's why more and more fishermen are using *ONLY* r
made of genuine NYLOCK Nylon Netting. How about y

For further information, get in touch with one of the follow
manufacturers who make nets of BONDED NYLOCK NYLON *Twi*

R. J. EDERER, 540 Orleans St., Chicago, Ill.
EDERER, INC., Unity and Elizabeth Sts., Philadelphia, Pa.
PAULS FISH NET CO., 357 W. Ohio St., Chicago, Ill.
ADAMS NET & TWINE CO., 701 N. 2nd St., St. Louis, Mo.
THE FISH NET & TWINE CO., 310 Bergen Ave., Jersey City, N. J.
A. M. STARR NET CO., East Hampton, Connecticut

BONDED NYLOCK* NYLON TWINE PRODUCED BY:

The **HEMINWAY & BARTLETT** *Mfg. Co.*

500 Fifth Avenue, New York 36, N. Y.

Pacific Coast Representative: **J. W. ASHLEY,**
1940 26 Avenue North, Seattle 2, Washington

* U. S. PATENT NO. 2590586

ater. Since 1948 four experi-
al plants of marine fish have
made into the Salton Sea. In
several recoveries of these fish
made. A 22" orange-mouth cor-
was caught by a mullet fisher-
in the south end of the sea. This
represented one of the plants
in 1950 and 1951.
tensive trawling and beach sein-
by biologists revealed that many
g croakers (from 2½ to 6½
s) were living along the west-
shore. These fish were the young
adult croakers planted in 1950
51.

rtical" Drum Seines, g Boat Stabilizers, nds in Northwest Fishing

um seining, the newest fad in
t Sound Salmon fishing is being
thorough trial this year by ap-
mately a dozen seine boats. The
t word from drum seine enthusi-
is that several skippers are con-
ing the installation of a vertical
. They realize such a drum
d involve a number of technical
ems; however, they feel that a
cal drum would allow the net to
et from any direction off the
similar to seine table.
abilizers, which are in common
by trollers, are now being used
number of drag boats working
of Astoria and Seattle. Draggers using stabilizers claim they do reduce the roll and do not hinder fishing operations.

Albacore Travels to Japan

The California Department of Fish and Game reported that an Albacore tagged Aug. 4, 1952, had been reported 324 days later off the coast of Japan. The Albacore, tagged 5 miles off Catalina Island, California, swam 5000 miles to reach its destination. The recovery represents the first known transoceanic albacore migration substantiated by tagging. The returned tag has stimulated considerable interest with marine fishery biologists and has given some evidence to the possible existence of a "cosmopolitan albacore population" within the Pacific Ocean. California researchers have included their hopes to tag 1000 albacore during the current season.

"MARAUDER" ON SEVENTH TRIP OF '53 SEASON

The big tuna seiner *Marauder* is now on her seventh trip, making her the top in San Pedro for number of trips, and probably for tonnage. She is skippered by Tony Mihovilvic, one of the fleet's most handsome bachelors. The boat was built in Tacoma by Peterson Boat Building Co. and is rated at 115 tons capacity.

NEW HALIBUT TREATY RATIFIED BY SENATE

The United States Senate ratified the new halibut treaty July 27, just before its adjournment, thus clearing the way for the International Halibut Commission to put into effect a general split-season program, if it continues to see fit.

Another change which appears certain is that an Alaskan will be appointed to the commission, the new treaty enlarging the membership to make this possible.

However, there won't be any rush to do anything under the new treaty, as Congress did not pass enabling legislation actually putting it into effect. Identical bills were introduced in both houses of Congress, and the Senate put its through; but the House didn't get around to it. Which perhaps is just as well. So long as the bill is passed before early spring there won't be any difficulty.

"Stranger" Loses Mast And Boom in Gale

The big seiner *Stranger,* owned by Borti Petrich, lost her boom and mast in heavy weather off Cape San Lazaro, Baja California, early in July and was forced to return to San Pedro with about 25 tons of tuna aboard.

TOWER'S
"FISH BRAND" NEOPRENE

There's never been a waterproof built that affords the protection that the new **TOWER'S FISH BRAND NEOPRENE** garments give fishermen. In addition to meeting the exacting needs of commercial fishermen for solid comfort, freedom of movement and durability, these waterproofs give special protection against oils, greases and ordinary acids.

For those not needing this extra protection there are available regular **FISH BRAND** *oiled,* and **ARROW BRAND** *rubber* garments made in all styles including jackets, pants, coats, aprons and hats. All good dealers carry these items or can get them for you.

For folder of styles and detailed information write Department PF.

NEOPRENE RUBBER

A. J. TOWER CO.
TOWER'S ARROW BRAND
24 SIMMONS ST. BOSTON, MASS.
45 ECKER STREET, SAN FRANCISCO, CALIF.

FEWER HAUL-OUTS
with TRIPLE C PRODUCTS

TRIPLE "C"
CAPE COD COPPER COMPOUND
— the world's finest anti-fouling protective coating . . . A complete guard against *all* marine growth.

HI-TEX
A high gloss and color fast marine enamel — formulated for protection against *all* marine elements. Hi-Tex applies with ease for a self leveling mirror-like finish.

Available at All Leading Dealers

50 YEARS OF PROVEN QUALITY
AMERICAN MARINE PAINT CO.

GOOD HANDLING HELPS TO KEEP COMPETITIVE

By DR. E. W. HARVEY
Director, Seafoods Laboratory, Astoria, Ore.

Last month, under the title "Competitive Quality Begins on the Boat," Dr. Harvey discussed the necessity for first quality domestic fish products as a means of competing with excellent imports entering the American market; and dealt with how deterioration develops first aboard the fishing vessel.

In the following article he makes specific suggestions as to how fishermen can protect the quality of their product effectively and cheaply.

Dr. Harvey is director of the Seafoods Laboratory, Astoria, and eminently qualifies as a technologist to discuss the subject.

GOOD HANDLING of fish at sea, in order that they may reach the consumer in first-class condition, capable of competing with the best of foreign fillets on the basis of quality, is the subject of this second article of a series which began last month.

Here we undertake to make some specific suggestions drawn from current technological knowledge, as well as a study of best foreign methods.

(1) Since *temperature control* is the most important method of reducing fish spoilage aboard fishing boats, measures should be taken to see that it is as efficient as possible. Fish should be iced without delay, mixing finely crushed or flaked ice intimately with the whole fish (cramming the cavity with ice), in a precooled hold. Layers of fish should be restricted to 3" with alternating layers of 1½" ice, accumulating to a depth of not more than 3'. Use of metals is superior to wood in temperature control — and sanitation. Insulation of the holds is important as an economizer of ice and as protection for uniform chilling. In uninsulated vessels it has been found in Scotland that by building the walls of shelves parallel to the ship's lining, and about one foot in, and by filling the space with ice as a stowage proceeds, a rise in fish temperature is effectively prevented. The world-wide trend seems to be toward installation of small mechanical refrigeration systems, not to replace ice, but to keep the ice in good condition on the outward trip, to precool the fish hold and to lower the rate of melting with use of fans and ducts so cold air can be blown behind the fish next to the side of the vessel and also directly into the hold. Use of ice (very slowly melting) still seems best because it keeps the fish wet and in so doing washes away bacteria. Russian vessels are using iced seawater for cooling rather than ice. The fish are first immersed in a solution containing acetic acid and sodium chloride and then kept in covered barrels of seawater containing crushed ice and for best results with 0.05% tannin added, this being renewed every 12 hours. They find the fish will thus remain in rigor mortis 36 hours. Some British ships have been experimenting with forcing carbon dioxide gas (30-40%) into their holds claiming it has a bactericidal influence. They also are employing germicides in the water used for ice making. Some Canadians advocate prechilling the fish prior to stowage in tanks of chilled sea water.

It will be noted that in all these countries where fish is used much more as an important food of the diet than here, many advanced methods are in use and much research is conducted with procedures and chemicals in attempts to find ways of keeping fresh fish in prime condition. It is worth while to follow and consider these developments, for many have potential value in our own fisheries.

(2) *Cleanliness* of every surface with which the fish come in contact is vital: decks, knives, tables, gloves, boxes, conveyors, holds, etc. Trash fish should be separated from the food fish, gurry should be thrown into a separate space rather than being mixed among the fish, dressed fish, should be very thoroughly washed inside and out with fresh circulating sea water before stowage, (English ships often have water jets fitted in their wash-boxes plus continuously streaming water to give any fish requiring it a very rapid final wash), and wash boxes should be drained completely after each lot of fish is washed. The surfaces of the "pen boards" should be thoroughly dried and coated at frequent intervals. For this purpose consideration should be given to the use of the newly developed water-resistant plastic resins. The use of a portable stea cleaning plant is excellent. In th regard, in Grimsby, England, t trawler owner's association whi handles the landings of all trawle has installed dockside conveyor ste ilizing machines for use on all fi boxes. If shelving is used in the hol there should be a separate system gutters into the bilges for each she so contaminated water does not dr through each successive lower laye

(3) *Damage from rough handlin* bruising and puncture, can be avoid in a number of ways. The use of for for transferring the fish from t wash box to the hatch can be eli inated by use of a rectangular bask or grating in the wash box. When fi it can be raised at one end, the wat drained and the fish discharged d rectly into the hold; or better sti into wire baskets to be lowered in the hold to avoid the 9-10 foot dr which causes bruising. Instead of se regating species into sizes in piles deck and later transferring them the wash boxes with forks, it is saf to use 2 wash boxes or one with tw gratings and separating the fish that stage. The additional handlin in prior sorting, extra forking an throwing into piles increases the ba terial contamination and bruising. changes are necessary to accompli these things, they can all be mad with little or no additional labor an space requirements and at a rel tively small cost. Where forks mu be used, it should be only in the hea

Bruising can be cut to a minimu by avoiding throwing fish, walking fish, the washing about in the hol and piling too deeply in the hold. Bu stowage is the worst method. (No wegian regulations do not even allo bulk stowage in their experiment fishery). A liberal shelving system an improvement, and boxing in ice better still. Experiments show th boxed fish gain slightly in weigh while those stowed to depths of mo than 3' lose weight and moistu greatly. Boxing fish for stowage shelves cuts out at least two ha dlings of fish: stowage in the fi hold, and unloading from the hold the port. Regardless of what meth of stowage is used, it is vital to u finely crushed ice.

In conclusion, it should be sa that though ice is not the ideal met od of preserving fresh fish, it is t only method found thus far to economically practical. Icing dela and prolongs rigor mortis and hen deterioration and bacterial acti and it retards autolysis. Freezin however, *prevents* autolysis and be terial action. Though the day wh use of freezer trawlers will be co mon practice is still years away, it indicative of the trend in fish ha dling based on the knowledge th the more carefully a fish is handl and the sooner it is processed af capture, the better the eating a keeping quality will be.

JAMES LARSEN
FISHING BOAT "SIS"

Miami, Florida
March 9, 1953

dberg Mfg. Co.
.waukee, Wis.
ntlemen:

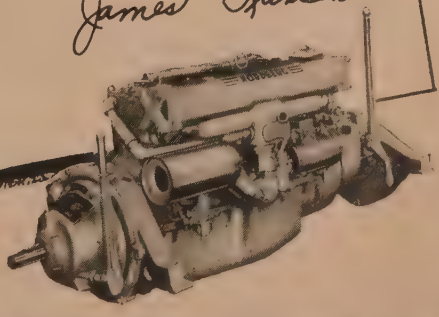
go. Thought you might be interested to now I have used this engine with great atisfaction, working it 12 months out of he year, and spending $10 on it. The head nas never been taken off. I had it checked for a valve job and every cylinder was 110 psi.

During the summer, my boat is used for sponge fishing at least 4 days a week, and in the winter it's used every day, for mackerel fishing.

I am more than pleased with my Nordberg...fishing with this engine is safe.

Sincerely,

James Larsen



Here's a real "VOTE OF CONFIDENCE" for NORDBERG power in year 'round FISHING SERVICE

● Read this unsolicited letter from experienced fisherman James Larsen . . . it tells why Nordberg Gasoline Marine Engines are fast becoming the leading power choice among fishermen, in all parts of the country.

Here is positive proof that Nordberg *full* marine engines have what it takes to give you dependable, year-'round power for more profitable fishing service. Clip the coupon for further details.

Nordberg Gasoline Marine Engines are built in 6 heavy-duty models . . . the 145 hp *KNIGHT* . . . the 130 hp *TARPON* . . . the 110 hp *MARLIN* . . . the 110 hp *BULLET* . . . the 95 hp *ARROW* . . . and the 95 hp *BLUEFIN*.

Be sure to *specify* NORDBERG for new or old fishing craft.

NORDBERG MFG. CO., Milwaukee 1, Wisconsin

NORDBERG

GASOLINE MARINE ENGINES

MAIL THIS COUPON NOW

NORDBERG MFG. CO., Milwaukee 1, Wis. PF

Please send literature describing Nordberg Gasoline Marine Engines.

Name .....

Address .....

City ..... Zone... State.....

G1453-F

SAN PEDRO SEINE SETS

ANTHONY BOZANICH, fleet manager for Pan Pacific Fisheries, Inc., Terminal Island, and managing owner of several fishing boats, in August was visiting in his homeland of Yugoslavia, taking with him his family.... San Pedro's *Betty Ann,* 40-foot Albacore boat, in July went aground on San Quentin Pt. in Baja California. George Ness, skipper, requested the Coast Guard to help him re-float the boat at high tide. . . . *Sea Pal* has been powered with the new and popular GM diesel engine, series 51, through Crofton Diesel Engine Co. of San Pedro. . . . Sam Jabuka, San Pedro fisherman, was married in July to Katherine Katnich, also of San Pedro. . . .

FORREST M. RISHEL, skipper of the *Sea Spray,* was bitten by a shark just outside of Los Angeles Harbor in July. . . . San Pedro fisherman Joseph M. Marovich has become engaged to Lillian Vidovich. . . . Five-year old Emma Guglielmo christened the Guglielmo family's new fishing boat, built by the Al Larson Yard, and named the *St. Aniello II.* Other boats owned by the Guglielmos include the 26-foot jib boat *Trionfo,* the 28-foot *Trionfo II,* the 38-foot *New Trionofo,* the 42-foot *Salono.* John will skipper the new boat. . . .

Harbor Boat Building, Terminal Island, recently had these boats in for repairs: *Pioneer, Fontana, S. Restituta, Discovery, Golden West* and the *Sea Boy.* . . . Al Rados, one of the partners in Harbor Boat Building, was hospitalized during August. . . . *Agnes II,* K. B. Evertt, has been refrigerated at Long Beach for Albacore and salmon fishing. . . . Wilber's Boat Yard, Long Beach, recently installed a Petter 10-hp. engine on the *Julia.* . . .

ANDY VILICICH, San Pedro, reports the *Pacific Queen* and the *Alaska Reefer* this year used 15 gillnet boats in Alaskan salmon fishing. On the *Reefer* are his son, Steve, Nick Jasprica and Tony Bulich, all of San Pedro. Vilicich's tuna boat *California,* continues to unload her cargo at Panama for shipment by steamer to Southern California.... Jerry Thomas has bought the Monterey purse seiner *Camarello* and will use her for sardines and mackerel this year. . . . The *Liberator* fueled for tuna early in August at Hy-C-Tane's Associated Oil dock in San Pedro. . . . Bob O'Neal is organizing a fishing spotting service by plane for fishermen wishing to take advantage of the assist. . . .

MR. and MRS. NICK "BARNEY" MARINKOVICH, Mr. and Mrs. Anton Misetich and Mr. and Mrs. Tom Jankovich spent a week at Lake Arrowhead, trout fishing, horseback riding, etc. . . . The staff at Marine Hardware Co., Berth 73, are having fun kidding Ed Ellis about the way he spent his vacation at the Elks' Club and the Alondra Park Golf Club! . . . Mr. and Mrs. Dominick Misetich are spending a month's vacation at Lake Louise. His brother, Anton, now is in command of the family's big tuna seiner, *Anthony M,* which has completed two trips thus far this year.... Mike Petrich, formerly on the *Stranger,* has joined the staff of Bolstad's Sales & Service, San Pedro.... John Devlahovich has purchased the ship supply store, owned by the Mezin family, and now calls it "Dee's Ship Service." . . . John Mezin remains at home in San Pedro while his son, Norm, takes out the *Western Monarch* for tuna. . . . Roy Katnich Jr., skipper of the *Sea Ranger,* is expecting a fifth addition to his family. . . . *John R* is reported up for sale.

ALBACORE TRIPS VARY GREATLY IN LENGTH

Successful first-trip for Albacor was reported by the *Flora* of Newport Beach. A 26-day trip netted the smal boat 13 tons. The last catch of th load was taken off the east end o San Clemente Island.

Ed Simington, also of Newport Beach, Calif., delivered three tons o Albacore on his *Jeannie.* He fishe with an 18-year-old son as crew.

It took Byron Haas of Newport Beach seven days to bring 2½ tons of Longfins on his *Johnnie C.* He worked the area from San Clemente to Todos Santos Island.

There was trouble aboard the tuna clipper **Corsair** out of San Diego when a fisherman was stabbed in a brawl late in July. The injured man was **Tom Arata.** The boat was fishing some 600 miles south of San Diego when the fight took place. A Coast Guard PBM made the rescue of the injured man at Clarion Island, returning him to San Diego.

From tuna clippers to lobster boats... owners, skippers, and crews agree on Plymouth rope. Its easy-handling qualities, extra strength and safety, and longer life make Plymouth the best and lowest-cost fishing rope to use.

PLYMOUTH CORDAGE COMPANY
Plymouth, Massachusetts

Sales offices and warehouses at New York, Baltimore, Boston, Chicago, Houston, New Orleans, Philadelphia, San Francisco. Distributors wherever there are fishing fleets.

MBOLDT CRAB CATCH FERS SHARP DECLINE

ab fishermen working out of ka and other northern California s stowed away their gear for the s as of July 31 when the 1952-53 season came to an end.

the same time, unofficial es- tes from operators indicated that seasonal crab catch reflected a p decline in operations from fig- of the preceding two years. ıdage delivered at Eureka for season just past was estimated lightly more than one million ds, compared to the approximate llion-pound totals for both 1951 1952.

ugh weather during a large part ıe season was assigned as the ipal reason for the production ne, although many fishermen d the opinion that the crabs may bly have been migrating.

ght improvement in catches noted during February and h, with a large number of boats ng operations to other points. ril brought a sharp upsurge in ıction, which continued through and into June, with operations normal for that time of the However, the end of June again l operations tapering off, and rel- ly few crabs were landed at ka during the entire month of with activity at a virtual stand- as the season came to an end. th the crab season ended, many men were converting their craft lmon and albacore gear for the inder of the summer. The crab n reopens next December 15.

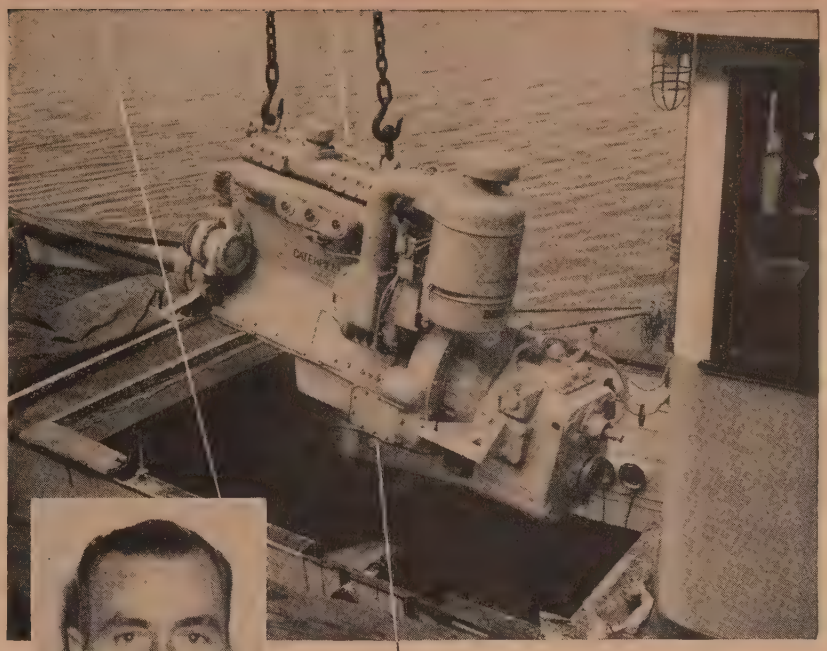
CORE OUTLOOK DULL

ıts from Northern California and Northwest were massing on Ter- Island and San Diego early in st in anticipation of a good Al- e season. Reports however in- d that fishing for Longfins con- ; spotty and behind that of last

I. Samson, of the Fish and Wild- ervice, San Pedro, believes that ason for the relatively poor fish- the high water temperature— ys when it goes past 70, and it ıtely, the Albacore disappear. ıy Albacore boats, formerly un- g at San Diego, are coming to ew Star-Kist cannery at Termi- land.

PES MONTARA REEF

seppi Maria, San Francisco seiner, skippered by M. Cresci, on a reef near Pt. Montara in a fog last month. However, she ble to get off and proceed to under her own power. She is repaired at the yards of W. F. & Son, Alameda.



"Even Hits Ground without damage... or stalling engines"

The Deeks McBride Ltd. M/V "Torpedo" often works in dangerously close quarters while hauling heavily-laden gravel scows through Vancouver waters.

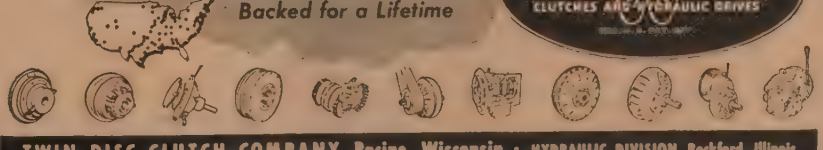
Powered by the new "Caterpillar" Model D337 Marine Engine, the "Torpedo" drives through a Twin Disc MGHV-220 Hydraulic Marine Reverse and Reduction Gear.

"This gear is really a welcome change from our previous gear," says Captain C. E. Nelson, "Torpedo" Skipper. "We have found the Twin Disc Gear to operate very handily in close quarters . . . and are very happy with the fluid coupling arrangement as the Torpedo's propeller has hit logs and even hit ground *without doing any damage* or stalling our engine."

To get this kind of protection for your engines and drive lines, in work-boats and pleasure-boats . . . contact your nearest Authorized Twin Disc Dealer . . . or, write to the Twin Disc Clutch Company, Racine, Wisconsin (Hydraulic Division, Rockford, Illinois).

Built for a Long Life . . .
Backed for a Lifetime

TWIN DISC
CLUTCHES AND HYDRAULIC DRIVES



TWIN DISC CLUTCH COMPANY, Racine, Wisconsin • HYDRAULIC DIVISION, Rockford, Illinois

BRANCHES: CLEVELAND • DALLAS • DETROIT • LOS ANGELES • NEWARK • NEW ORLEANS • SEATTLE • TULSA

No Whiter White

Than NAVICOTE Hull and Topside

One Coat White

There's no Whiter White anywhere than NAVICOTE Hull and Topside One Coat White. It's a high gloss, fume-proof finish — ideal for both wood and metal surfaces. NAVICOTE Hull and Topside One Coat White gives complete hiding with just one coat on most sealed surfaces.

Dries hard in 8 to 12 hours. One gallon covers 500 to 600 sq. ft. of average surface area. One coat gives a self-cleaning surface with excellent hide, usually obtainable only with two or more coats of ordinary finishes. Get complete details from your nearest NAVICOTE dealer.

Protect Your Boat With **NAVICOTE** *Marine Finishes*—**ABOVE OR BELOW THE WATER LINE**

HART *and* **BURNS Inc.**

Manufacturers of **DURAHART** *Protective Coatings*
Riverside, Calif. — Dallas, Tex.

For Fishing Boats

NO HOLDS BARRED

Thanks to

DIVERSOL

CLEANER • DEODORIZER • DISINFECTANT

Convenient Chlorine Crystals

It's easy . . . so easy to remove slime and fish odors from holds with Diversol! Simply flush, sprinkle, scrub and rinse! Diversol is fast, easy, safe, 100% effective! Convenient, 7 lb. jars. Easy, economical, more effective crystal form! Order today from your marine supply dealer! See for yourself the difference Diversol makes!

One for All **DIVERSOL**

PRODUCT OF

THE DIVERSEY CORPORATION, *Chicago*

CATERPILLAR

REG. U. S. PAT. OFF.

MARINE DIESELS — ELECTRIC SETS

Expert Mechanical and Electrical Service
Dockside Facilities
on Lake Union

NC MARINE A DIVISION OF NORTHERN COMMERCIAL COMPANY

SEATTLE — 2500 Westlake Ave. N. — Alder 6340 JUNEAU KETCHIKAN

Fish with

FITLER

"WATERPROOFED ROPE"

THERE IS NO SUBSTITUTE FOR QUALITY

USE THE BEST — BUY FITLER MANILA FISHERMEN'S ROPE

THE EDWIN H. FITLER CO.

NEW ORLEANS 17, LA. — 935 N. W. 12th Ave., Portland 9, Oregon

EST. 1804 PHILADELPHIA 24, PA. — 1736 East 15th St., Los Angeles 21, Calif.

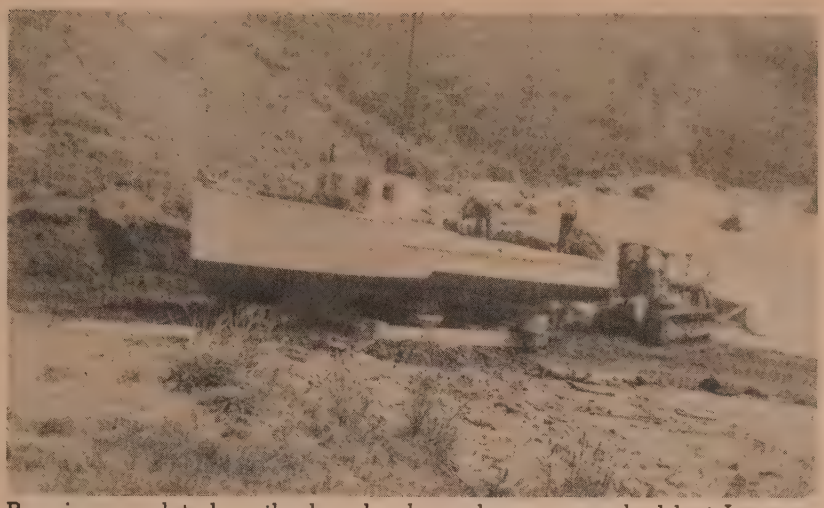
IPMATE" AT SEA AGAIN ER MONTHS ON BEACH

to Kraasch of Trinidad, Calif., his *Shipmate* fishing again this mer, something you'd have said impossible last January if you'd the vessel smashed on the rocks. arly in the year *Shipmate* tore e from her moorings during a and was driven ashore, being usly damaged on the rocks. Mr. asch decided that salvage was *ible* and arranged with Perry St. to drag the wreck up on the h with his "Cat." (*Shipmate* was ched by the same man and means repairs were completed late this g.)

incipal repairs required were an ely new keel, shaft log and sev- new planks. The major work was by Henry Van Pelt of Crescent with Kraasch, his wife, and their sons lending hands where they l.

ipmate is a trim and handsome , and not at all "a rebuilt barge," he was erroneously labelled in columns at the time of her k.

hermen along the California coast are all glad to see *Ship-* afloat and fishing again—and more so than Otto Kraasch him-



Repairs completed on the beach where she was wrecked last January, Otto Kraasch's *Shipmate* is gotten into the sea again at Trinidad, Calif., by Perry St. John and his handy "Cat."

Fisherman Launches B. C. Political Party

A Steveston, B. C., seiner skipper, has launched a new political party in British Columbia.

Guy Williams, member of the Kitimat tribe of Indians who has been business agent for the Native Brotherhood of B. C. for several years, calls the new group "Indian Independent."

Frank Calder of Atlin is the first Indian to be elected a member of the British Columbia legislature. He has been in the house for several years as a Socialist C.C.F. member.

Williams is skipper of the boat *Jaedway*, owned by Nelson Bros. fisheries. Indian unity and a stronger voice for the natives in parliament are the aims of his political group.

CUT YOUR HULL MAINTENANCE COSTS!

Trevarno Glass Boat Fabric Protects Hull Surfaces Against

water logging **scuffing, leakage**
marine growths **rot, worms**

LESS TIME OUT OF WATER

Trevarno Fabric covering for your wood hull assures you more time for fishing, cuts hauling costs, reduces hull maintenance expense! Trevarno Fabric bonds to hull, seals against leaks, gives you a stronger, better looking boat.

EASY TO APPLY

Trevarno Boat "B" Fabric is scientifically engineered for commercial use. It has tremendous tensile strength, adds shock resistance to hulls and forms a permanent, invisible covering impervious to moisture, rot or petroleum fluids. Trevarno lasts the boat's lifetime—cuts yearly maintenance costs! Just paint resin and hardener on clean, dry hull. Smooth on Trevarno Boat "B" Fabric. Apply second coat of resin and hardener. Then, sand hull lightly and paint, *or leave it natural* (Trevarno lets the wood grain show through, adding to the beauty of your boat.)

DECKS AND CABIN TOPS, TOO

Trevarno Fabrics provide a permanent bonded surface that protects decks and cabin tops from leakage, scuffing, damage from sea and sun. Lightweight Trevarno Boat "A" Fabric is ideal for small boats, topside bulkheads, etc.

2740

Trevarno GLASS FABRICS

your Marine Supply Dealer, or write

COAST MANUFACTURING & SUPPLY CO.
BOX 71F, LIVERMORE, CALIFORNIA

WALTER J. McINNIS, Pres. and Treas. Eldredge-McInnis, Inc., Boston, Mass. Naval Architects, Yacht Brokers, Marine Engineers, Surveyors.

Forty years ago Walter McInnis joined the famous George F. Lawley & Son Corporation where he progressed rapidly to the posts of chief draftsman, chief engineer, naval architect, general manager.

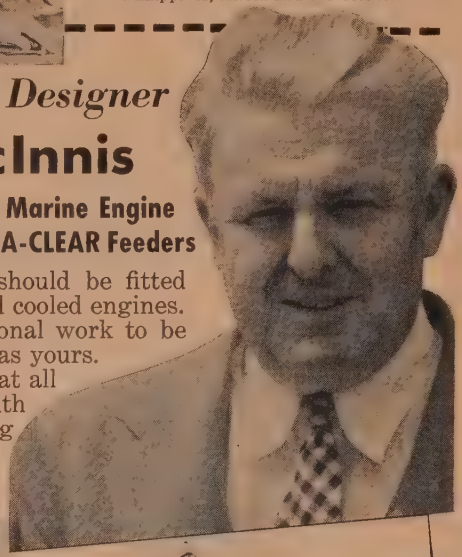
In 1926 he formed his present company and has seen close to 10,000 boats leave the Eldredge-McInnis ways. McInnis had designed and built more than 600 draggers, trawlers and other fishboats, freighters, traders, etc.

They are architects for the Fisherman Loan Boards of Newfoundland, New Brunswick, Nova Scotia, Prince Edward Island, and designer of fishery research boats for the Dominion. His craft are now in service all over the globe, including South America, West Indies, Philippines, Africa and the Orient.

Leading Fishboat Designer

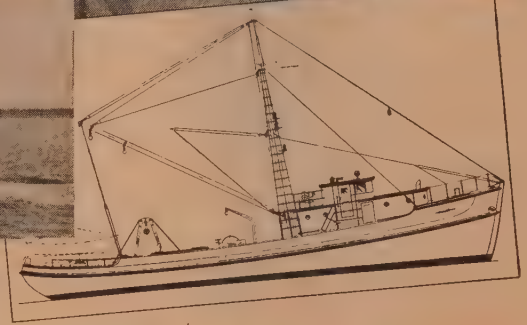
Walter McInnis

Says Every Liquid Cooled Marine Engine Should Be Equipped with AQUA-CLEAR Feeders



"AQUA-CLEAR Feeders should be fitted into every boat that uses liquid cooled engines. There is considerable educational work to be done yet, on our part as well as yours. Sooner or later I am hopeful that all boat owners will be equipped with this very useful means of adding life to the propelling plant."

—extract from McInnis letter to Sudbury Laboratory



This McInnis 59-footer brought in the highest haul of cod for the year. At the right is McInnis design for 84-ft. dragger.

Cool Direct with Raw Sea Water

without RUST, CORROSION or Salting Down the Engine

Better, cheaper than closed cooling—the AQUA-CLEAR Feeder treats all water that goes through the cooling system so it is completely non-corrosive. The low cost, long lasting AQUA-CLEAR crystals protect water passages with an invisible, microscopic, water-tight film on all metal surfaces. Cylinder heads, manifolds, water jackets, liners, etc., are completely protected. ***Costs less than $75 for most engines!***

Makes old engines last years longer—keeps new ones from ever rusting!

Sizes to fit all engines from outboard to heaviest dragger or tuna boat. Saves hundreds of dollars in original cost and installation—requires no maintenance.

AQUA-CLEAR Feeders have proved so efficient on fishboats that many new boats are being equipped with them and old boats are doing away with closed cooling.

EASY TO ATTACH

Just insert between seacock and water pump. No extra holes through hull, no complicated piping, no need to haul boat.

YOU TAKE NO RISK!

Use the AQUA-CLEAR Feeder on your own boat—see for yourself what it will do. We want you to be completely satisfied. Money-Back Guarantee.

FREE

Write for folder "How to Double Engine Life."

Sold and Installed by Leading Boatyards

Other models serve processing plants, protecting water lines, tanks, etc., from either fresh or salt water rust or corrosion. The only rust inhibitor safe to use in drinking water. Write for details.

Dealers: Write for Special Offer

SUDBURY LABORATORY, Box 25, South Sudbury, Mass.

AQUA-CLEAR Feeders

OVER 15,000 Now in Use!

NEW KETCHIKAN PLANT OF STANDARD OIL OPENS

A new and modern plant, featurin a host of improvements, has co pletely replaced the Standard O Company of California's Ketchikan f cilities which were destroyed by fi July 30, 1952.

The Ketchikan plant, now back normal operations, is prepared handle an even greater volume business than before the fire, S. Stretton, district manager, reports.

A pioneer in Alaska since befo the turn of the century, Standard first major marketing operations Ketchikan began over 40 years ag

Outstanding features of the new i stallation are a warehouse, wharfin facilities, tankage, boiler hous garage and combination dockhou and dockside offices.

The new dock has 280 feet of fron age and is equipped with sprin bumpers which materially reduce th possibility of damage to both shi and dock. Concrete mooring pie have been installed and a service flo was also provided for servicing sma vessels.

In commenting on the completion the Company's facilities in Ketchika Mr. Stretton mentioned Standard's i terest in Alaska over the years. Th Company now has 42 bulk plan throughout the Territory rangin from Ketchikan on the south to Ko zebue, north of the Arctic Circ Much of the development of Alask has been due in part to the Com pany's efforts in pioneering and ma ing available supplies of petroleu products throughout the Territory, h said.

SALMON TROLLER DIES IN TANKER COLLISION

Harold H. States of Warrento Ore., was drowned at the mouth the Columbia River late in July whe his 40′ salmon troller *Columbia* w run down by the tank steame *Bunker Hill.* He was trapped in th pilot house when the boat was drive under.

While States was cleared of th wreck and gotten into a coast guar boat as soon as possible, artificial re piration would not revive him.

His crew, Vernon Hart, 22, clun to the wrecked boat and was re cued, although he suffered a severe cut hand.

Salvatore Bramante, San Francisco having Seeno Boat Works, Pittsbur Calif., build him a new combination bo The craft will be powered with a Gener Motors 4-71 diesel engine with 3-1 redu tion gear, purchased from West Co Engine & Equipment Co., Berkeley.

Anthony Bozanich, fleet manager, Pa Pacific Fisheries, Inc., Terminal Islan ship broker and managing owner seve tuna clippers, was in Europe last mon with his family, and planned a visit to h ancestral Yugoslavia.

TEREY BAY SALMON LLING FLOPS; BOATS SOUTH FOR TUNA

mon fishing flubbed out almost ely during the month of June in erey Bay. After two weeks of ily diminishing catches, which ely paid for fuel, many tied up boats and looked for other work. was feeling that the blasting il in the bay was in some meas- esponsible, though the oil men representatives of the Fish & aboard claim that the new of black powder they are using t harmful to fish life. Blasting tions were moving north and en were hopeful the skittish sal- would return to the bay.

the meantime, with tuna pros- looking good, every type of that could make the southern as being pushed into service. In boat owners of small vessels signing on as "boat pullers" in to be in on the deal, leaving Monterey Bay area practically of boats and men.

t boats to leave the harbor were Ogren on the *Jay-Cee,* Bill John- on the *West,* and Oscar Vienola e *Ann-Marie,* in one group. were followed by Sig Brevik e *Liberty II,* the *Ragnar M.* t by father Robert and son Myking and Roy Myking on his *Ellie IV.* Fred Sandness on the *Lincoln* and Lonnie Suggs on the *Escapade,* the Leroy Herringtons on their *Peso II* and Conrad Pederson with boat puller Bob Riffe on the *Sun-Ra.* Helmer Borge on the *Big Lincoln* with Lonnie's son, *Lonnie Jr.* had left earlier for the south.

In another group was the *Harriett Mae* skippered by Don Coffill, the *Lillian* with those highly regarded veterans of our local fleet, John and Minti Williams, the *Nora R.,* captained by Ray Hoenk, and the *Sea Siren* with Perry Barnes and Dick Woodward. Dick has exchanged his Army lieutenant's uniform for the oil skins and stocking cap of a fisherman. At Fort Eustis, Virginia for the past year and a half, he received his first lieutenant's commission three days before his termination of service. Before he joined the army three years ago, Dick fished with Robert Ruiz on the *Atka,* out of Moss Landing.

Bill Harder on the *Fourwinds,* Jack Mandy on the *Rujac,* Frank Hart on the *Mabel M.,* with his boat puller, Joe Waag, Bill Windbigler and his sons on the *Janie W.* and Ragner Jacobsen on the *Seaway* all made up another group travelling south together. John Hopp on the *Corona* and Frank Lloyd accompanied by Bob Jackson, formerly on the *Daybreak,* were the rear guard of the south bound contingent.

FORT BRAGG PRICES LURE HUMBOLDT TROLLERS

Midsummer found a large number of salmon fishermen from Eureka working well to the south along the Mendocino coast and delivering to Fort Bragg. Differential in prices at the two ports was cited as the chief reason for the southern migration from Eureka. Fort Bragg dealers were reported paying 27c for salmon, while the scale at Eureka had dropped to 18c on Silvers; 22c for small Chinook, 27c for large fish.

Fishermen also reported that generally larger fish were being found in the more southerly waters, permitting them to take advantage of the top price for the big salmon.

TUNA SEINERS USE TREATED LINEN WEB

These San Pedro purse seiners have added Gold Medal linen netting, #60, to their tuna nets: *Redeemer, St. Anne of the Sunset, New Sea Rover, Western Clipper, Arlene S, California;* in addition to Gold Medal linen netting, these boats also treated their nets with Net-Life: *Adriatic, Anthony M, Liberator, Ronnie M, Delores M, Golden West* and the *Columbia.* Both netting and Net-Life were supplied by the Marine Hardware Co. of San Pedro.

o-Mo-Shun IV WINS

h.. Fiberlay Tail

l-Mo's new tail was an important factor in her standing performance during the 1953 Gold Cup e. This new Fiberlay tail permitted additional eds as well as greater ease of handling. Fiber- was used in its construction because of its mendous strength and light weight . . . and ause it is completely impervious to water.

erlay Covering . . .

applied to the deck, hull bin top of your boat, will anently eliminate leaks reduce maintenance over %.

/ COST — EASY TO APPLY ee your dealer or write:

lass-Fiber & Plastics Supply
INCORPORATED
ANDER ST. • SEATTLE 4, WASHINGTON • MU. 0026

"THE HOUSE OF FRIENDLY SERVICE"
NORDBY
SUPPLY COMPANY

Nordby Supplies Every Marine Need

★ Commercial Fishing Gear ★ Marine Supplies
★ Cannery Supplies

QUALITY
PRODUCTS and SERVICE

PAULS Locknot Netting
Nylon - Linen - Cotton
PETTIT Marine Paints
WILLARD Batteries
CEDAR SEAL
SPONGE Rubber Floats
DURA-NETT Net Preservative
PAR Marine Radios
JABSCO Pumps
WALL Rope

COMPLETE STOCK OF MARINE SUPPLIES AND EQUIPMENT OF ALL KINDS

1300 WESTERN AVE., EL. 1364 SEATTLE 1, WASHINGTON
WATER STREET KETCHIKAN, ALASKA

COULD YOU SELL

more fish?

Of course you can sell all the fish you can catch. But fish don't come to you, you have to go after them and the more time you have for fishing the more fish you have to sell. That is why INTERNATIONAL BOTTOM PAINTS are so popular with fishermen. These paints are most effective against bottom growth of all kinds. That means faster trips to and from the grounds. They are more durable so require less waste-of-time for repainting. Use INTERNATIONAL BOTTOM PAINTS and you will sell more fish. Send for color cards.

International

ANTIFOULING

BOTTOM PAINTS

International MARINE PAINTS

International Paint Company, Inc.
21 West Street, New York 6, N. Y.
S. Linden Ave., S. San Francisco, Cal.
1145 Annunciation, New Orleans 13, La.

International Paints [Canada] Ltd.
6700 Park Avenue, Montreal, Quebec
105 West, 2nd Ave., Vancouver, B. C.

WORLD'S LARGEST MARINE PAINT MAKERS

FISHERMEN Save Over 3/4 MILLION DOLLA

On Insurance

COMMERCIAL FISHERMEN'S INTER-INSURANCE EXCHANGE

STATEMENT OF ASSETS AND LIABILITIES

December 31, 1952

ASSETS

Cash in Bank	$ 76,501.15	
Certificate of Deposit	75,000.00	
Cash in Office	75.00	$151,576.1
Cash Deposit For Bond on Claim in Litigation		40,000.0
Premiums in Course of Collection		77,267.3
Due From Attorney In Fact		12,855.9
Re-Insurance Recoverable on Losses Paid		56,613.7
Utility Deposit		10.0
Accrued Interest		2,177.2
Bonds		300,000.0
Miscellaneous Accounts Receivable		600.0
Total Assets		$641,100.4

LIABILITIES

Reserve For Unpaid Losses		$ 63,205.0
Reserve For Claim Adjustment Expense		1,896.1
Reserve For General Expense		700.0
Reserve For Premium Tax		2,500.0
Reserve For Unearned Premium		92,973.7
Refunds Due Subscribers		33,931.6
Re-Insurance Payable		29,337.9
Interest Due on Certificate of Contribution		10,000.0
Employees' Tax Payable		264.6
Reserve For Certificate of Contribution		59,535.1
		294,344.8
Subscribers' Deposit	$200,000.00	
Paid In Surplus	$100,000.00	
*Surplus	46,755.56	146,755.56
Policyholders' Surplus		346,755.5
Total Liabilities		$641,100.4

*Not available for distribution to policyholders due to statutory requirement regarding assets not admitted.

The Commercial Fishermen's Inter-Insurance Exchange wa organized by a group of commercial fishing vessel owners o San Pedro, California, on September 13, 1943, and are no admitted in the States of Oregon and Washington for the pur pose of insuring their commercial fishing vessels. This com pany is owned and controlled by its policyholders through th Elective Board of Governors and Advisory Committees. Al savings on premiums are reverted back to the policyholder

	1948	1949	1950	1951	1952
Gross Premiums Written	$395,217.01	$383,289.68	$307,697.19	$290,627.18	$377,299.7
Less: Return Premium	4,897.59	25,795.98	11,588.52	22,392.40	20,977.1
Net Premiums	390,319.42	357,493.70	296,108.67	268,234.78	356,322.4
Less: Reinsurance Premiums	130,677.37	121,582.06	121,959.16	114,809.43	123,382.4
Net Premiums Written	259,642.05	239,911.64	174,149.51	153,425.35	232,939.9
Earned Premiums and Interest	235,805.78	229,004.22	178,691.16	163,630.08	205,837.8
Expenses, Including Losses	82,935.73	117,517.96	164,377.99	111,883.56	159,008.8
Net Savings for Distribution	152,870.05	111,486.26	14,313.17	51,746.52	46,839.1

Total Earned Premiums and Interest Since Organized.....$1,729,889.7
Net Savings For Distribution Since Organized.....762,262.4
Average Net Savings.....44

Home Office: Fishermen and Merchants Bank Buildin
411 West Seventh Street, San Pedro, California
Phones: TErminal 2-4278, 2-4279, 2-4270

Eureka Office: 417 "G" Street
Eureka, California
Phone Hillside 2-9349
E. M. Petterson
District Representative

Astoria Office: 51 Ninth Street
Phone 2032
Astoria, Oregon
Jess Wright, District Representative

Tacoma Office: 507 Provident Building
Tacoma 2, Washington
Phone BRoadway 5709
James De Pedo,
District Representative

Everett Office: 1228 Broadway Street
Everett, Washington
Phone BAyview 7358
Ernest Anderson,
District Representative

EL "STELLA MARIE" ONG LARGEST TROLLERS

tanking with the largest trollers in Pacific fleet, but built within the ska limit, and thus readily con- tible to seining, is the *Stella Marie,* ned by Angus "Babe" McKay and wife, Stella Marie "Mickey" Mc- y.

he craft is 57′ by 16.3′, is built of l, and is powered with a General tors Model 6-71 diesel.

he is a product of the Duwamish lding & Construction Co., Seattle, t is built with the diagonal plating tem favored by that yard for steel k boats of this character.

he vessel was finished throughout h International Marine paints, and s thoroughly sand-blasted before nting. The underbody received ee coats of Silver Primocon, fol- ed by one coat of No. 50. Topsides eived two coats of brown Primocon l one coat of No. 87 gloss white.

or her first fishing, *Stella Marie* d down the coast to take Alba- e off the California coast. She is ected to return to Seattle in the .

CKNESS OF "UNIMAK," LIBUT VETERAN, DIES

Capt. Jalmar J. Rockness, part ner and master of the halibut ves- *Unimak,* died at Seattle in July r a short illness. He was 63, and l lived in Seattle 42 years.

native of Norway, he had been active member of the Fishing Ves- Owners Association for many rs.

NCOUVER FISHERMEN RESCUED

wo Vancouver B. C., fishermen, liam Robertson, skipper, and Mike nidoff, crew member, of the 35′ boat *Sarawaka II,* were rescued ently after their vessel caught fire . collision with a railroad car barge r Ballantyne Pier, Vancouver. The t was burned almost to the water- and sank, but the fishermen were ajured when picked up by the crew he tugboat *Maple Prince.*

Stella Marie, owned by Angus McKay, is a big 57′ steel troller, whose diagonal plating is protected by International Marine paints. She is pictured fueling at a General station at Seattle's Fishermen's Terminal before leaving for Albacore fishing in California waters.

COOK INLET WATER CLEAR, HANDICAPPING GILLNETTERS

Clear water on Cook Inlet sounds rather suspicious, because the Inlet is notoriously muddy, but reports from that fishing area say that this summer gillnet fishing operations there were handicapped somewhat by the unusually clear water during part of the season at least.

This was attributed to the unusually fine, warm weather which prevailed, with early run-off of snow and low water in the streams.

FIELDS LANDING WAYS SOLD TO HUGH GRAHAM

Operated for the last year by Grant Gillette, the Humboldt Bay Marine Ways at Fields Landing, on Humboldt Bay, was recently sold to Hugh Graham, who has operated local facilities for sports fishermen on the bay during recent years. He immediately announced plans for improvement and expansion of the marine ways establishment, which in addition to the ways also has a repair shop.

Todd Tender Burns

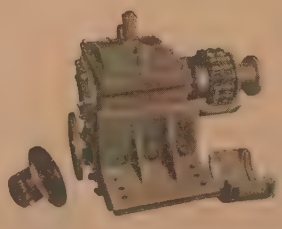
The 80′ cannery tender *Helen B.* of the Todd Packing Co. fleet was destroyed by fire near Rodman Bay, Peril Strait in June. The vessel, in charge of Neil Ferris, was towing a trap frame at night when James Anderson, the mate, noticed flames coming from an engineroom stack vent. Examination showed the engineroom to be in flames.

Efforts to control the fire with extinguishers and hoses were fruitless and the vessel was run aground after cutting loose the trap. The crew, which included Lloyd Barber, engineer, William Gabrielson, Gus Nickolason and Thor Boyeson, made shore safely in a skiff; but the vessel was destroyed.

The men were picked up the following morning by *W.R.J.,* a halibut boat.

Scaffani Bros., San Francisco combination boat; **Vera II,** Phil Bentivegna, skipper and **Carmela Maria,** Henry and Dominic Pasanisi, owners, and **Mary S. II,** Vince Sancimino, have all been equipped with Bendix DI depth recorders by Marine Radio Electronics, Fishermen's Wharf, San Francisco.

REPAIR YOUR ELECTRONIC EQUIPMENT
Special equipment and licensed, skilled electronic technicians assure top quality work on:
MARINE RADIOS • RADAR
DEPTH RECORDERS
AUTOMATIC PILOTS
only at
SHEPHERD MARINE
San Pedro TE 3-2787



WALTER
Reduction Gears
Transfer Drives
Clean-Flo Fresh Water Cooling Systems
Propeller Pullers
Sold by Leading Marine Supply Stores in All Principal Pacific Ports
Pacific Northwest Representative, A. T. Harris Co. 1500 Westlake No., Seattle
G. WALTER MACHINE CO.
84 CAMBRIDGE AVENUE - JERSEY CITY 7, N. J.

INCREASE YOUR PROFITS

WITH THE

SURECHO

60 FATHOM DEPTH SOUNDER

NEW LOW PRICE

Registers to 60 fathoms or 360 feet. Compact . . Rugged . . Accurate . . For safe, efficient navigation, and greater fishing profits. Write for catalog.

K-W CORSAIR COMPASS

IDEAL FOR SMALL BOATS

OVER 13,000 IN USE

Built-in corrector system
Special red lighting
Versatile mounting bracket
Half point card also available

Write for catalog.

Manufactured by WILFRID O. WHITE & SONS, INC.
BOSTON 10, MASS.

WEST COAST DISTRIBUTORS

WASHINGTON and ALASKA: PACIFIC MARINE SUPPLY CO. 1223 Western Ave., Seattle
OREGON: OREGON MARINE SUPPLY CO., 235 S.W. 1st Ave., Portland
CALIFORNIA: WEEKS-HOWE-EMERSON, 255 Mission St., San Francisco 5—ETS-HOKIN & GALVAN, 551 Mission St., San Francisco—218 Avalon Blvd., Wilmington
NUTTALL-STYRIS CO., 825 Columbia St., San Diego

PFLUEGER HOOKS

Last Longer

Standard of Fishermen Everywhere

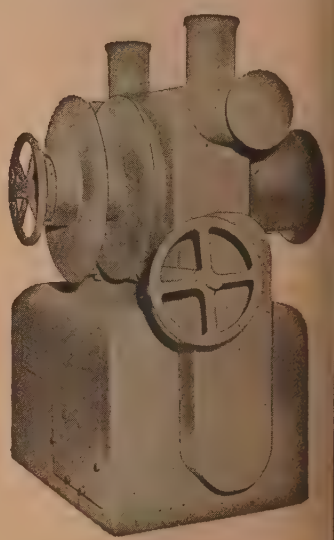
THE ENTERPRISE MFG. CO., AKRON 9, OHIO

PFLUEGER A GREAT NAME IN TACKLE
(Pronounced "FLEW-GER")

MADE IN U. S. A.

NORTHERN CARGO HOIST

Sturdy
Light Weight
Compact
LOW IN PRICE
A.C. or D.C.
10 hp.



The Answer to Fishing and *Commercial Boat Operators* who need a low-priced, heavy-duty 100% Foolproof Cargo Hoist.

220-440 Volt A.C. or 115-230 Volt D.C. 10 hp. Motor —Bronze and Roller Bearings — 100% Galvanized Welded and Cast Steel Construction—Chain, Worm gear and Bearings bath oiled —Bronze Bushings pressure greased—Portable Operating Station on 20 ft. cord standard equipment.

TACOMA BOATBUILDING CO., INC.

DESIGNERS • BUILDERS

Wood and Steel Construction

Manufacturers and Designers of the "NORTHERN LINE" Auxiliary and Deck Equipment

132 Sitcum Waterway Market 8138 Tacoma 2, Wash.

ARNE STROM — HALDOR DAHL

LINES and LEADERS

L. Bergman Is New P.C. ınager for Plymouth

L. Bergman, who has been with the nouth Cordage Company since 1946, been appointed Pacific Coast manager he company, with headquarters in San ıcisco.

e takes the place of Robert D. Ladd, resigned last month to become vice- ident and general manager of the fic Marine Supply Co., Seattle.

r. Bergman was formerly Western Dis- manager for Plymouth Cordage with ıquarters in Chicago. Before coming Plymouth he was deputy chief U. S. ernment Purchasing Mission in Stock- n, Sweden. Prior to that he was chief, d Fibres Division, War Production rd, and government presiding officer he Cordage Advisory Committees.

r. Bergman has just returned from an nded trip to Europe for Plymouth iage Company, on whaling and shipping blems, and he conferred with officials hese industries in Sweden, Norway, mark, and Holland.

A. L. Bergman, newly appointed Pacific Coast manager, Plymouth Cordage Company. Mr. Bergman makes his headquarters in San Francisco.

ndard Oil Co. Shifts ıttle Management Men

change in the Seattle District manage- t of Standard Oil Co. of California has announced by S. E. Stretton, Seattle rict manager for the Company.

. R. "Nick" Carter has been appointed he position of Assistant District Man- in the Portland District. Widely wn in business and automotive circles, er has been with the Company in tle since 1932 in charge of local mar- ng operations.

A. Lewis, formerly of Salt Lake City, been appointed Assistant District Man- in Seattle. Lewis, who has been em- ed by the Company for 30 years, has a background of marketing experience, ng represented the Company in a num- of different positions throughout much ıe Pacific Coast and the Southwest. His notion to Seattle is his first visit to Puget Sound area and the Pacific hwest and he is greatly impressed the scenic beauty and tempo of busi- activity in this area, according to tton.

olsey Appoints New Manager Advertising and Promotion

. B. Hanft has been appointed to the y created post of advertising and sales notion manager for C. A. Woolsey t and Color Co., Inc., manufacturers achting and heavy duty marine paints, as announced today by C. E. Raabe, ident. Mr Hanft previously directed advertising and merchandising for lin Paints, Inc. He will assume his immediately.

Fred Hudson's Alaska Trip Made on Own Power

Fred Hudson, Seattle branch manager for the National Supply Co., distributing Superior, Atlas and Chrysler engines, returned late this summer from a month's trip up the coast as far as Petersburg. The trip was made "under his own power," as he used his cruiser **Ingenting**, powered with a Chrysler Royal, for the trip. He was accompanied by Mrs. Hudson and another couple.

At Ketchikan he spent some time on business with Ralph Peters, who represents the company in that area, and then visited Waterfall, Wrangell and Petersburg, as well as other fishing ports in Southeast Alaska and along the British Columbia coast.

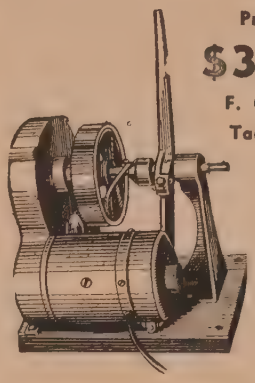
Having been in the marine engine business at Seattle for many years, Fred is intimately known to fishermen and fishery operators all along the coast from Seattle as far north as water flows in summer.

The purse seiner **M.S.S. Martini**, San Francisco, **Sam De Gennaro**, skipper is rigging up for deep water trawling. Sam is having his Northern Dragger winch split into two winches by the Tacoma Boat Building Co.

John Cardoza's San Diego tuna clipper **Notre Dame** has a Bendix Depth Recorder, Model DR-9 that serves a double purpose. It is used in both the clipper and also the tuna tender, transducers being installed in both. The equipment was supplied by Shepherd Marine. Another DR-9, 200', was put into the Albacore vessel **Balli Hai**, owned by **Costas Gratsos**. Also put into the boat was a 1-cyl., water-cooled Hallett auxiliary diesel; and a Model 515-T Stroudsberg winch.

CHRIS-CRAFT ENGINES
MICHIGAN WHEELS
APELCO
DIRECTION FINDERS
BRYANT'S Marina
17 E. NORTHLAKE ME 0090
SEATTLE

"IMPORTANT TO FISHERMEN—PARTS FOR WASHINGTON DIESELS ARE ALWAYS AVAILABLE"
WASHINGTON DIESEL

METAL MARINE PILOT
for True-Course Automatic Steering
Price $300 F. O. B. Tacoma

Manufactured by
Wood Freeman
Fircrest PR. 2791
Tacoma, Wash.

THE COMPLETE YARD
CONSTRUCTION — REPAIR
DRYDOCKING
DESIGNERS and BUILDERS of Fine FISHING BOATS
SAGSTAD SHIPYARD
Foot of 20th N.W. DE. 6500
SEATTLE

FORSTER
SHIP BUILDING CO., INC.
SHIP BUILDERS—ENGINEERS
MARINE WAYS—REPAIRS
Foot of Ferry St. Terminal Island
Phone TE 2-4527

In Southern California
CHRIS-CRAFT
MARINE ENGINES
H. G. McKINNEY & CO.
Berth 192 TErminal 4-1473
Wilmington, Calif.

★ SELLING & BUYING ★

10c a word per time, $3.50 minimum. (For box numbers addressed to PFN, add $1.00.) Business card display—$16.50 per column in. per insertion, with lower rates on contract basis. Mail all copy to PACIFIC FISHERMAN'S NEWS, 71 Columbia St., Seattle 4, Washington.

FOR SALE: Boat C. L. BROWN, length 35.9, width 11.7, depth 5.85. Built 1945. Diesel, radio, salmon gurdies. Seaside Clam Co., Warrenton, Oregon.

FOR SALE: Chrysler Royal engines, 8 cylinder, 141 HP—new! Priced for quick sale. SHERMAN SUPPLY CO., 2456-1st Ave. So., Seattle. SEneca 0061 or MAin 4802.

FOR SALE: Monk design steel boat 48'x13'10"x5½', 4 yrs. old, adaptable to any type fishing also tug, carries 2200 gal. fuel (double bottom), sleeps 6, gross 31 tons, completely equipped, tuna-halibut gear. C. M. Negstad, 1322 S. E. Madison Ave., Portland, Oregon.

FOR SALE: 48'x14½'x8' Monk designed, 18 ton refrigerated, Cat main, aux., D.F., pilot, Fathometer, radio, wenches, power gurdies, mast, boom, bait tank, net, skiff. L. J. Singleton, 1648 State St., San Diego, Calif.

FOR SALE: New 40x13 purse seine type fantail. Complete except for machinery. Contact Seine & Line Fisherman's Union, 261 W. 7th St., San Pedro, Calif. TErminal 3-3571.

FOR SALE: Troller "Leora" overall length 39.45'. Diesel engine, radio, phone, gurdies. Equipped for fishing. Moored in Portland. Phone KE 1251 or write Mrs. R. Smith, 7054 N. E. Hoyt, Portland, Oregon.

FOR SALE: Lemco 76" crankshaft grinder. Extra Wheels. Ready to work, $4250. Write Heisler Motor Parts, P. O. Box 217, Lawndale, Calif.

FOR SALE: 36'x10'x3'6" stern-picker gillnetter. New 1950. Chrysler Crown Engine. Can be used as small troller or halibut boat. Price $4000. Write R. McLellan, 1212 Stewart St., Nanaimo, B. C.

FOR SALE: Sardine purse seine net 200 fathoms long, 4½ strips deep. Excellent condition. Price $3000. Write or phone Kimberly 2-4365. Carl Krauchi, 530 N. Artesia St., Santa Ana, Calif.

DIESEL PARTS

FOR—GM & GRAY MARINE SERIES 71

1108732—12 V. Starting Motor RH..... $40.00
5192926—Cyl. Head Gskt. 6 cyl..... 3.95
5192867—Cylinder liner kit..... 23.98
5153737—Exhaust valve..... 1.39

Send for complete Parts List #353

RODER-BLACKBURN INTERNATIONAL CORPORATION
Dept. PF5, 149 Broadway, New York 6

A name fishermen have trusted for more than 30 years

AL LARSON BOAT SHOP

General Machine Repair Work
Boat Builders
Terminal Island, Calif. TE 2-4521

SEASIDE SUPPLY STORES, INC.

Complete Stock of Commercial Fishing Supplies
ADAMS NETTING
Make our store your Headquarters in SAN PEDRO
803 S. Palos Verdes TE. 2-7297
SAN PEDRO, CALIF.

FELLOWS AND STEWART, INC.

Since 1896
STERLING AND KERMATH ENGINES and parts
BENDIX DEPTH RECORDERS—AUTOMATIC PILOTS
PROPELLERS Most sizes up to 40" in stock
FOR SALES AND PARTS call TE-33527
BERTH 206 TERMINAL ISLAND, CALIF.

DOC FREEMAN'S

MARINE ENGINES EQUIPMENT HARDWARE
Surplus Chryslers—$550 to $1000.00. Special—Chrysler 4½-1 $700.00. GM Diesel Starters 12V $50, 32V $100. Chrysler Engine Parts—Light Plants—Conversion Parts—Jeep, Ford, Others.
999 Northlake Ave. EV 1500 Seattle

COMMERCIAL FISHERMEN
In Mexican-Central American Waters
PACIFIC TOWBOAT & SALVAGE CO.
Offers Standby Salvage and Towing Service
Pier "C", Berth 20 Long Beach 70-6487
Long Beach 2, Calif. Cable Address: PACTOW "KANAK"—WA 6710

LIVE AND SALTED BAIT
24 HOUR SERVICE
BROCK'S BAIT BARGE
Inside Ballast Point, SAN DIEGO

In Southern California
NORDBERG GAS ENGINES
H. G. McKINNEY & CO.
Berth 192 TErminal 4-1473
Wilmington, Calif.

THE FISHERMAN'S YARD

24-HOUR SERVICE • REPAIRS
1000-Ton Drydock • Marine Railways • Complete Shops
HARBOR BOAT BUILDING CO.
Fish Harbor — Terminal Island, California

FOULED IN NET REEL, GILLNETTER IS KILLED

Peter Coien, 42, a Seattle gillnette was killed while fishing on Cook In in July when he became fouled in t reel on his gillnet boat *Marpet*.

The accident was noted by oth fishermen nearby and they succeed in extricating the injured man. H was rushed to Kenai, but was de upon arrival.

Born in Norway, he had lived in t Pacific Northwest 23 years; and h been a fisherman for four years.

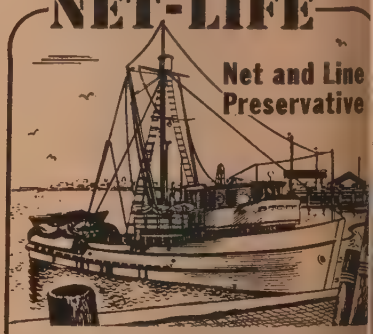
Army Engineers Doubt Monterey Project's Value

The board of Army Engineers f rivers and harbors reported la month in Washington, D. C. that it not convinced that a proposed $6,605 000 breakwater project for Monter is justified at this time.

The board will reconsider the pro ect before taking final action, hov ever. A spokesman for the boa stated that it does not altogeth agree with the San Francisco Distri and division engineers, who recon mended the breakwater extension protect craft in Monterey Harbo

Sal Colletto, one of Monterey's be known and most successful purse sei fishermen, has retired from the sea, an has sold his well known purse seiner U. **Liberator.** The new owner is **Joe Dragic** San Pedro, whose boat **Mary D.** was lo at sea recently.

NET-LIFE
Net and Line Preservative



1. Easy to apply, no heating, dipping time—5 to 10 minutes. Quick t dry—6 to 12 hours.
2. Highest fungicide, bactericide, and germicide value.
3. Uniform penetration to core o the net.
4. No burning of net. Not harmful to handle. No after stickiness.
5. A truly homogeneous solution. N settling or separation of ingredients
6. Manufactured under controlled, scientific conditions by the pioneer of this modern type of preservative.

ALL OF WHICH ADD UP TO GREATER ECONOMY THRU' SAVINGS IN NETTING, TIME, AND MANPOWER.

TECHKOTE COMPANY, Inc
820 W. Manchester Ave., Inglewood

TH CALIF. HALIBUT CH GAINS SHARPLY

though accounting for only a l part of the total production by Humboldt Bay fishing fleet, hali- operations off the northern Cali- a coast during the 1953 season red the figure for the preceding . Unofficial figures maintained by ating companies placed the 1953 at about 150,000 pounds, com- d to only 26,900 pounds in 1952. season closed as of July 7, after pening in late May. Relatively craft out of Eureka participated ie halibut trade this year.

PROSPECTORS WORK FISHING BANKS

orthern California fishermen d themselves working on the s of unusual operations at sea ig July and early August as s representing the Standard Oil pany and the Humble Oil Com- , were working out of Humboldt during a part of July in ex- tions aimed at determining leum possibilities. A boat from State Division of Fish and Game mpanied the exploratory fleet the mission of protecting marine n the area.

g Fishing" Pays a Clippers Well

og" fishing for tuna may not be w wrinkle for Southern California range tuna fishermen, but never e has it been practiced so far out a as during the hard-time fishing 53.

day, according to Capt. Barney ghan of the *Aggressor* — and hed for by scores of other tuna ers—instead of the cry: "Fish d!" it is "Log ahead!" The heavy and rough weather this year washed the logs from the rivers Central America as far as 150 offshore.

ding one of them may be like ig a gold mine, Skipper Maughan Sighting a log, the clipper s up to it and the chummer s throwing bait. In more cases not—unless the log has been re- y worked—a big school of tuna be drawn out from beneath it. got close to 100 tons in a single fishing," declared Barney. seems that, seeking any protec- in the ocean where the law is or be killed," bait will bunch nder the log in a tight compact

Charles James, left, is owner of the new *Chuck-A-Lou*, fishing Albacore. The 40-foot boat was built by Ken Hill, right, of Long Beach, Calif., is powered with a Chrysler Crown. The boat, refrigerated, will carry 15 tons.

mass. Tuna will congregate in the vicinity, try to break up the school—not always successful — more often feeding on the fringes.

When chumming starts, the tuna are fooled and begin biting furiously. If darkness overtakes a fishing operation, the crew will "light" the log, keeping it in sight for working the following day. This is done by rigging a bamboo fishing pole, soldering a number of flashlight batteries together, to supply juice for a bulb. The pole is equipped with a life preserver near the bottom, making it float, and it is lashed to the log.

Humboldt Fishing Featured at Fair

Eureka's deepsea commercial fishing industry will be featured in the Humboldt County exhibit at the California State Fair at Sacramento in September.

The entire county exhibit is being built around a half-size model of one of the typical Humboldt Bay fishing boats, complete with pilot at the wheel and geared to a motor which will give the impression of sailing the northern California seas.

Older members of Eureka's commercial fishing trade joined recently in mourning the death of the late **Walter Shaw**, 61, familiarly known as "Rip" Shaw while operating out of Eureka. He died after a brief illness.

DOUBLE SEAL PISTON RINGS ALL SIZES

MATHERS ENGINE CONTROLS A MODEL FOR EVERY JOB

MATHERS SUPPLY CO.

326 EAST 43d · PLAZA 8999 SEATTLE 5, WASHINGTON

ADVERTISING INDEX

American Marine Paint Co.	39
Bibb Manufacturing Co.	32
Boicelli & Boss	31
Brock's Bait Boats	52
Bryant's Marina	51
Chrysler Corp.	30
Cincotta Bros.	35
Coast Mfg. & Supply Co.	45
Commercial Fishermen's Inter-Insurance Exchange	48
Diversey Corp.	44
Enterprise Mfg. Co.	50
Fellows & Stewart, Inc.	52
Fitler Co., Edwin H.	44
Forster Shipbldg. Co.	51
Freeman, Doc	52
Freeman, Wood	51
Glass-Fiber & Plastics Supply Co.	47
Harbor Boatbldg. Co.	52
Hart & Burns, Inc.	44
Heminway & Bartlett Mfg. Co.	38
International Paint Co.	48
Kettenburg Boat Works	31
Larson Boat Shop, Al	52
Linen Thread Co., Inc.	53
Marine Products Co., Pumps	33
Mathers Supply Co.	53
McKinney Co., H. G.	51, 52
Metal Marine Pilot	51
Murphy Diesel Co.	36
National Supply Co., Engine Div.	31
N. C. Marine	44
Nordberg Mfg. Co.	41
Nordby Supply Co.	47
Pacific Towboat & Salvage Co.	52
Plymouth Cordage Co.	42
Roder-Blackburn International Corp.	52
Sagstad Shipyard	51
Seaside Supply Stores	52
Shepherd Marine	49
Sperry Gyroscope Co.	28
Standard Oil Co.	54
Sudbury Laboratory	46
Tacoma Boatbldg. Co.	50
Techkote Co.	52
Thompson Engineering Co.	35
Tower Co., A. J.	39
Twin Disc Clutch Co.	43
Union Oil Co.	34
Walter Machine Co., G.	49
Washington Iron Works	51
White & Sons, Wilfrid O.	50
Woolsey Paint & Color Co.	33

FOR THOSE big CATCHES

GOLD MEDAL NETTING

and SEINE TWINE

THE LINEN THREAD CO., INC.

116 New Montgomery St., San Francisco 5, Calif.

Pacific Coast Distributors: Pacific Marine Supply Co., Seattle • Oregon Marine Supply Co., Portland and Astoria • Pacific Fishing and Trading, Seattle • Tacoma Marine Supply Co., Tacoma • Harbor Marine Supply Co., Hoquiam • Cincotta Bros., San Francisco and Monterey • San Diego Marine Hardware, Inc., San Diego • Marine Hardware Co., San Pedro and Terminal Island • Nuttall-Styris Co., San Diego • Cia Exportadora del Sur, S. A., Guaymas, Sonora, Mexico. ***Canadian Representative:*** Western Leckie Limited, Vancouver, B. C.

STANDARD ENGINEER'S REPORT

DATA

LUBRICANT RPM Delo Oils

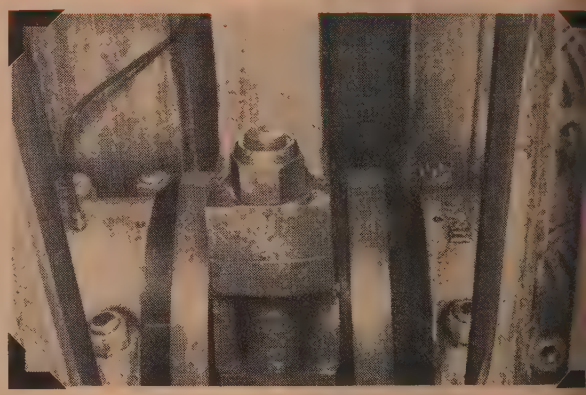
UNIT 640 H.P. dry sump diese

SERVICE Tuna fishing - long cruise

CONDITIONS Constant load operation - high temperature

BOAT M.V. May Queen San Diego, Calif.

Ring and deposit trouble stopped by engine-cleaning oil



WHEN RPM DELO SPECIAL LUBRICATING OIL replaced a competitive oil in the main engine of the M. V. May Queen, ring sticking was quickly eliminated. RPM DELO Special also removed heavy carbon and lacquer deposits resulting from use of the other oil, saving needless overhaul expense. Note cleanliness crankcase in photo above, which shows its cond tion immediately after completing a 78-day fishi trip. This engine works under a constant load f anywhere from twelve to fifteen hours per da

M. V. MAY QUEEN is 121 feet long, with a 28-foot beam. She fishes off California and South America, sometimes for 70 or 80 days at a time. Her 640 H.P. engine gets a real workout in the heavy seas and tropical storms. Plane on stern is used for spotting fish.

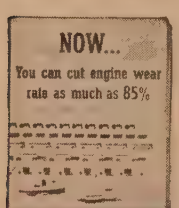
JOAQUIN MEDINA, Chief Engineer of the May Queen, says, "RPM DELO is a perfect oil for our diesels. We've gone three years now without an overhaul. And our engines are so clean that we'll probably go at least three more before we overhaul again."

How RPM DELO Oils keep engines clean and prevent wear

A. Contain special additives that provide metal-adhesion qualities...keep oil on parts whether they are hot or cold, running or idle.

B. Anti-oxidant resists deterioration of oil and formation of lacquer...prevents ring-sticking. Detergent keeps parts clean, helps prevent scuffing.

C. Special compounds stop corrosion of any bearing metal, and oil foaming in both wet and dry sump engines.



There is an RPM DELO Oil to meet every heavy-duty engine operating condition.

FREE BOOKLET on the RPM DELO Oils gives you complete information. Write or ask for it today.

RPM DELO LUBRICATING OILS

STANDARD TECHNICAL SERVICE checked this produ performance. For expert help on lubrication or fu problems, call your Standard Fuel and Lubrica Engineer or Representative; or write Standard O Company of California, 225 Bush St., San Francis

TRADEMARK "RPM DELO" REG. U.S. PAT. OFF.

STANDARD OIL COMPANY OF CALIFORNIA

liam Semar, Alaska ieries Developer, Dies

ath removed William Semar Au- 1. For nearly 50 years he had an active factor in the develop- of Alaska fisheries.

rn in LaConner, he was 66 when ccumbed to a heart attack. For ears he had made his home in le, and for much of that time ayed a part in the fisheries.

a cannery superintendent he op- d at various points in Southeast ka, notably at Sitka; and built first Sunny Point cannery at nikan, of which he was superin- nt for a number of years. Then rganized the Northland Trans- tion Co., which maintained an refrigerated freight service be- n Ketchikan, Prince Rupert and le. Building steadily through the , he directed the Northland sportation operations until 1948, the company was merged with laska Steamship Co.

h August Buschmann, he ac- d and operated the Sitka Cold ge Co.; and the two built the ian Cold Storage Co. with a at Sand Point in the Shumagin is. These were his principal fish- interests at the time of his death. held the strong conviction that ctivities in transportation and isheries should serve the broad opment of Alaska, and this was uirement he made of his man- .

quietly effective businessman, he notable contribution in build- ne economy of the North.

s. Semar and a daughter, Mrs. d Ingersoll of New Castle, Ind., ve him.

tinental Can Chairman ts Alaska Fisheries

neral Lucius D. Clay, chairman e board of the Continental Can vith Mrs. Clay, spent a portion e summer in the fisheries of east Alaska as the guests of nd Mrs. Nick Bez. They made headquarters at the Hawk Inlet ry of the P. E. Harris Company, were successful at catching a er of salmon on light tackle.

n Disc Features ep Sea" Trawler

recent issue of "Production " industrial applications pub- n of the Twin Disc Clutch Co., es a picture of Wakefield's Deep rawlers, Inc., steel trawler *Deep* s well as a photo of two mem- f her crew with a big specimen ng crab. The *Deep Sea* uses a Disc torque converter between -hp. General Motors diesel and awl winch to provide an infinite y of speed for any line pull rawling might produce.

Yukon King Run is Best Ever

Best run of salmon that the Yukon River has known since commercial fishing was resumed there on a limited basis occurred in June of this year, according to Father Anable of St. Mary's Mission, which operated a new cannery on the Yukon this season.

Although the Yukon catch is limited by regulation to 50,000 King salmon for commercial use, the run this year was so good that 70,000 fish were taken before it was realized that the quota was being filled.

The St. Mary's Mission cannery is installed on a 70′ barge which operated about 15 miles up from the mouth of the Yukon. The mission itself is at Andreafski, about 135 miles upstream. The cannery is a small hand-pack outfit, and Father Anable says it is planned to keep it so. Production of the plant this season was only 450 full cases, despite the good run. The mission cannery's fish are taken by means of wheels, and this gear suffered during the 1953 season by virtue of low water and slow current at the usual wheel locations. As result, the wheels wouldn't turn, or turned too slowly to be effective. They fished but poorly, in contrast to the gillnets, until a school of belugas entered the river, driving the salmon to the banks, where the wheels were able to take them.

Father Anable visited Seattle in July, and was particularly warm in his praise of Jack Emel, his wife, and their Bering Trading Co., whose cannery at Alokanok is the most important producer on the Yukon. He said that in the 14 years that the Emels have operated they have changed the character of their village into the most prosperous and contented Eskimo settlement in all Alaska.

The June Kings on the Yukon were extraordinarily large and fine this year, Father Anable reported. He said that the first 100 fish through the Emel cannery this season yielded 90 full cases.

In the Yukon the fish run in peculiar bursts, followed by periods of blank perhaps several days in length. Then the fish will come again in a surge, lasting a few hours. The season closed this year on June 20, when the quota had been more than filled.

Legislative Lookout Vital For Fishing Industry

Roy H. Beaton, executive vice-president, California Fish Canners Association, Terminal Island, declared before a Long Beach organization last month that an industry "could be legislated out of business in a state legislature unless it had a representative on the scene to point out damaging points in submitted bills."

For example, Mr. Beaton said, one legislator at Sacramento this past session, introduced a bill compelling canners to pack 48 cases of mackerel from each ton of raw fish, an obvious impossibility. The most a packer can get from Jack mackerel is 20 cases; and 21 cases from Pacific mackerel. When Beaton pointed this out, the bill died on the spot.

As part of his duties for CFCA, he is a lobbyist for the fish canners; is registered and operates according to rules laid down by the Legislature.

Lobbying is big business, Beaton declared; a business of talking pro and con about legislation on the basis of factual information. "If you don't give those fellows honest answers, you don't last long in Sacramento," the executive said.

Shrimp from Panama

Some 36,000 lbs. of green shrimp was received in California from the Canal Zone, by Wilbur-Ellis Company during July. The shrimp was large and in excellent condition.

"Skip" Crowther Returns To Post in Industry

Harold E. "Skip" Crowther, for some time chief of the technological section of the U. S. Fish and Wildlife Service's Branch of Commercial Fisheries, in August joined the staff of the Atlantic Coast Fisheries Co., Boston, as director of research and development. He formerly was associated with this company; and also with the General Seafoods Co.

Mr. Crowther joined F.A.W.S. several years ago to head its exploratory fishing gear development section; later becoming chief of technology. In these capacities he visited the Pacific Coast at frequent intervals and is widely known in the Pacific industry.

Korean Veteran Handles Kettenburg Boat Sales

John P. Kearns has returned to Kettenburg Boat Works, San Diego, after two years spent in the army as captain in the 40th Division, spending 13 months in Korea, where he saw plenty of action.

He is now sales representative, succeeding Doc Carney, resigned. John has charge of Chrysler sales, and in general represents Kettenburg along the San Diego waterfront for new boats and marine equipment. Before returning to war service, he had spent 10 years with Kettenburg. His brother, Wm. T. Kearns, is yard superintendent and one of the partners.

ANNUAL MEETING OF OCEAN GARDEN SHRIMP PACKERS

Each year before full scale production begins, a meeting is held to discuss quality control, production improvements and distribution plans for Ocean Garden Shrimp. Marine Products Company, constantly seeking improvements in shrimp processing and maintaining close contact with their suppliers, find these meetings extremely helpful in maintaining Ocean Garden Shrimp as the finest quality. Shown in the picture left to right are Cayetano Inigo, general manager, Productos Marinos de Guaymas, S. A.; Antonio Brouard, general manager, Pesquera Cabo Haro, S. A.; John Cretti, Marine Products Company's resident manager, Guaymas; Gil Kuhn, sales manager, Marine Products Company; Jesis Diaz Caneja, vice president of Banco Agricola y Ganadero de Toluca, S. A.; Jose G. Gutierrez, geenral manager, Pesquera de Topolobampo, S. A.; Ramon Diaz Perez, president, board of directors, Maricos Congelados, S. A.; Eduardo Echanis, fleet captain, Armadores del Pacifico, S. A.; Luis Gutierrez Dosal, president of Banco Agricola y Ganaders de Toluca, S. A.; Victor Vielledent, general manager, Armadores del Pacifico, S. A.; Victor Pierre Mussio, general manager, Cia. Maritama y Pesquera Mar Bermejo, S. A.; and Manuel Obregon Oteo, general manager, Maricos Congelados del Pacifico, S. A.

Equalized Tuna Tariff Sought in Congress

A bill to equalize the tariff on canned tuna — that packed in brine as well as that in oil—at 45% ad valorem was introduced in Congress late this summer.

While it was conceded that the bill had no chance of action before adjournment, the proposal was recognized as a renewal of tuna tariff thinking in Congress; and as significant of aroused opinion at the capital, where the implications of the heavy rise of tuna-in-brine shipments are not being overlooked by Congressmen.

Britain Renews Deal For Russian Salmon

Renewal of the barter deal between Britain and Russia was announced in mid-summer, shortly before the Communists were expected to cancel the agreement which gives British trawlers special privileges along the White Sea coast. Pressure on this fishing operation evidently put the barter business across on Britain.

Under the barter deal, Britain will take the Russian production of canned salmon and canned crab, paying for it in tinplate and salt herring.

It is doubted if the United Kingdom will again undertake to re-export the Russian crab to the United States, as the American government has held that the crab is produced by forced labor, and hence has forbidden imports of Soviet crab to the United States.

Saxby's Responsibilities With Calpak Expand

Don T. Saxby, a veteran of 30 years with the California Packing Corporation, and manager of the fish division until that unit was made a part of the California canned foods division in 1952, has been appointed manager of that division, succeeding Bruno B. Pilorz, who reitred from the company after a career with that organization that started in 1915.

Mr. Saxby will remain in charge of fish canning operations. He has long been active in the affairs of the Monterey Fish Processors Association, where the company has a large fish cannery.

In May, 1950, he was elected to the board of directors and the executive committee of the Alaska Packers Association to serve as liaison between the A.P.A. and the parent corporation.

Continental Names New Northwest Fish Specialist

W. R. McIntyre has been appointed as a sales representative of the Continental Can Co., covering the Pacific Northwest and specializing in the canned seafood trade.

Mr. McIntyre will work out of the Seattle offices of the company, according to W. W. Hodgson, Seattle district sales manager, and H. M. Blinn, sales manager, Pacific Division of Continental Can Co.

Mr. McIntyre has had a number of years experience with Continental Can Co.

Westgate's New Line Helps Set Packing Mark

Westgate-California Tuna Packi Company, San Diego, recently co pleted adding a new line in its pa ing room, and then proceeded to pa 10,000 cases daily for three days t til its supply of raw material te porarily ran out. This was a n record for the big cannery.

The new addition brings to thr the 150′ continuous packing lines the plant. Belts, as in the other t are of stainless steel, 304′ and 3 long respectively, and 16th″ thi Also completed are additions to boilerhouse, giving the plant 1700- steam capacity. Westgate packs tu under its well-known label of "Bre O' Chicken."

Ore.-Wash. Anchovy Try Handicapped by Weathe

After spending a number of su mer weeks fishing anchovies out the Columbia River, the Califor purse seiner *Cape Flattery* return to Terminal Island to outfit for t seining.

In command of Capt. Char Buchan Jr., *Cape Flattery* fished chovies whenever weather would p mit, but a stormy, foggy summer s son off the coast cut her product hours below the profitable level. F were found readily whenever could seine satisfactorily, Capt. chan said.

Anchovies taken were delivered the Astoria plant of the Van Ca Sea Food Co. for canning "sard style" in 5-oz. tall tuna cans.

Choose a Fairbanks-Morse Marine Diesel ..and save!

SAVE SPACE

SAVE WEIGHT

SAVE TIME

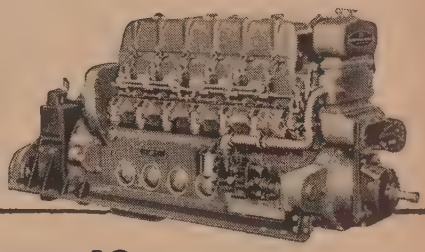
SAVE MONEY

ll marine service where space is at a premium reliable power a must—Fairbanks-Morse ine Diesels offer unequaled opportunity to save more profit per trip.

FOR EXAMPLE:

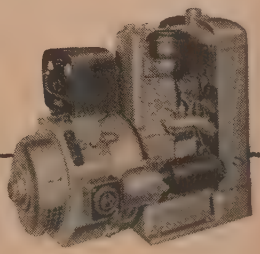
the MODEL 38 O-P

Two pistons in each cylinder—no valves, no cylinder heads—fewer moving parts—for longer life, easier maintenance at lower cost. Add its economy and proved dependability and you have the ideal engine for the broadest range of marine applications up to 2000 hp.



the MODEL 49

Featuring unitized cylinder design, simplifies operating and maintenance. Cylinder head and liner assembly is removed as a unit, without dropping the pan—makes overhaul an easy, inexpensive, half-day job. Built of light, strong, corrosion-resistant alloys, it packs more power per pound . . . brings you swift response, economy and dependability for propulsion or auxiliary service in the 40 to 150 hp. class.



the MODEL 45B

For the lowest cost auxiliary power available under the most demanding marine conditions. Simple in design, compact, easy to service, there is a model 45B ideally suited for your requirements in the 5 to 10 hp. range.

FOR ALL MARINE SERVICE . . . . THE NAME IS FAIRBANKS-MORSE

Fairbanks, Morse & Co., Chicago 5, Illinois

FAIRBANKS-MORSE

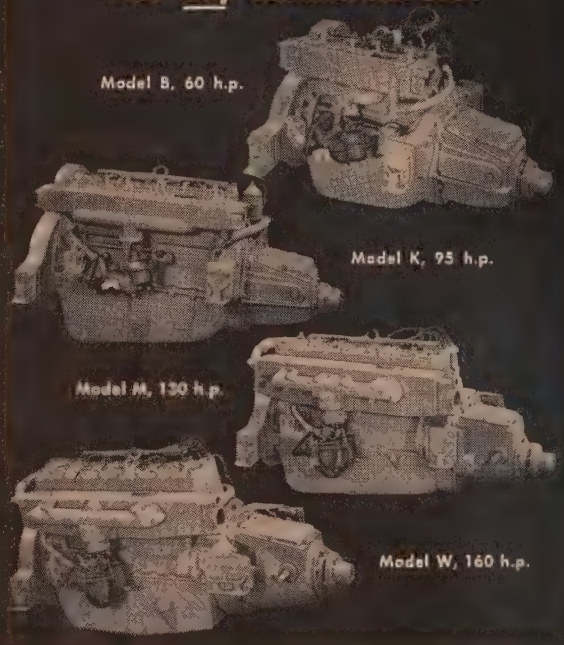
a name worth remembering when you want the best

DIESEL AND DUAL FUEL ENGINES • DIESEL LOCOMOTIVES • RAIL CARS • ELECTRICAL MACHIN
PUMPS • SCALES • HOME WATER SERVICE EQUIPMENT • FARM MACHINERY • MAGNE

Chris-Craft

WORLD'S BEST BUYS IN MARINE ENGINES

for fishing boats, work boats —for any commercial use!



Horsepower for horsepower, you can't buy a better marine engine for smooth, dependable operation and more years of hard service at low upkeep cost than a compact, power-packed Chris-Craft! Read what this user says:

Paul Miller

"I have owned Chris-Crafts for nearly 16 years and have had good service from all of them," writes Paul Miller, Cedar Rapids, Ia., skipper-owner of Cedar River's new 64-ft., 150-passenger dance boat, *Kapa Ann*. "So when the *Kapa Ann* was built, I installed a pair of Chris-Craft Marine Engines with Chris-O-Matic controls. On a passenger boat of this kind, good dependable power is very important — you can't afford less than the best. Chris-Craft engines and Chris-O-Matic give top performance *at all times!*"

Chris-Craft Marine Engines are available in 60, 95, 105, 120, 130, 131, 145, 158 and 160 h.p. with reduction drives and opposite rotation for most models. See your Chris-Craft Dealer or mail coupon for FREE catalog today! Buy NOW!

CHRIS-CRAFT CORP., MARINE ENGINE DIV., ALGONAC, MICH.

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

CHRIS-CRAFT CORP., Algonac, Mich. ***FREE!***

Send FREE Chris-Craft Marine Engine Catalog to:

Name_____

Address_____

City_____ State_____

DEPENDABL

"never lost a day's fishing with S-N MARINE GEARS..."

"We have been operating the Santa Teresa (a Southern California Purse Seiner) for three years and we've never lost a single day's fishing because of our S-N Reverse and Reduction Gear" say owners John Sima and Tony Zangaro. Completed in 1949, the Santa Teresa is equipped with 135 H.P. Atlas Imperial Diesel and S-N **double cone clutch, with balanced reverse gearing** which transmits 100% of the engine speed and power smoothly-plus heavy duty **herringbone reduction gearing.** All combine to insure complete dependability, ease of operation and maximum efficiency.

S-N Manual — Hydraulic — Air Operated Gears
On the Finest Marine Engines 4 to 1000 H.P.

SNOW-NABSTED

Transmission Engineers

FOR NEARLY HALF A CENTURY

THE SNOW-NABSTEDT GEAR CORP., HAMDEN, CONN.

est Shrimp Season es in Mexico

1952-3 Mexican Pacific shrimp n ended July 31 with a decrease ess of 7,000,000 lbs. from the season. It was the smallest n in modern times for the fish- uly saw just over 1,000,000 lbs. the international borders of Ari- and California.

August 1 all the catch made be- he freezers along Mexico's west closed for annual overhaul, had delivered to Southern California ters. Wholesale prices for top y shrimp, layer packed and names, remained high: Counts were quoted at $1.10 per lb. west coast, 20c above last sea- closing prices. The count 43-65 uoted at 55c per lb., 5c above uly.

1953-4 season was scheduled to der way August 15, when cast- g became legal in the great v bays along the coast. How- ome attempt was being made e the opening postponed until r 1, legal season opening for eas trawling, as a conservation re. This was not considered le.

ka Development Policy sed by New Board

cations of a new policy of the Development Board toward already doing business in the ry is anticipated by those o the thinking of the board as tly constituted.

Anderson, who for about 12 as been manager of the Alaska Association, recently was ap- l assistant manager for the Development Board. He has quite generally known to the industry.

vrites *Pacific Fisherman* that: ard "is going to inaugurate a a in public relations with busi- now functioning in Alaska" We hope this agency will be o assist those already doing s in the Territory."

200-Mile Ocean Sovereignty Claimed by South Americans

Publication in Peru of the hitherto secret Declaration on Territorial Waters releases for public discussion the details of this document, which was signed by Chile, Peru and Ecuador in Santiago a year ago.

Peru has moved to effectuate the policy by presidential decree, but the declaration will not enter into full effect until it has been similarly subscribed to by the authorities of the other two signatory nations.

The declaration, in short, asserts jurisdiction by each of the three countries over the sea and sea bottom to a distance of 200 miles from their coasts.

Four of its provisions are of particular interest and are hereafter reproduced in full:

"I. The geological and biological factors which condition the existence, conservation and development of the maritime flora and fauna in the waters adjacent to the coasts of the declarer countries render the old extent of the territorial sea and of the contiguous zone insufficient for the development and exploitation of these resources to which the coastal countries are entitled.

"II. In consequence of these factors, the governments of Chile, Ecuador and Peru proclaim as a rule of their international maritime policy, and the exclusive sovereignty and jurisdiction corresponding to each of them, over the ocean adjacent to the coasts of their respective countries up to a minimum distance of 200 marine miles from said coast.

"III. The exclusive jurisdiction and sovereignty over the maritime zone indicated above include also exclusive sovereignty and jurisdiction over the land and the sub-soil corresponding to it. . . .

"V. This declaration does not signify disregard of the necessary limitations to the exercise of sovereignty and jurisdiction established by international law in favor of innocent and inoffensive passage through the zone specified for the ships of all nations."

Mild Cure Production Runs Ahead of 1952

Pacific pack of mild cured salmon in early August was well ahead of even date in 1952—by about 1,500 tierces.

At that time the trade statisticians estimated about 7,165 tierces, divided as follows: Southeast Alaska, 3,650; Yukon River, 100; British Columbia, 535; Puget Sound, 2,130; California, 750.

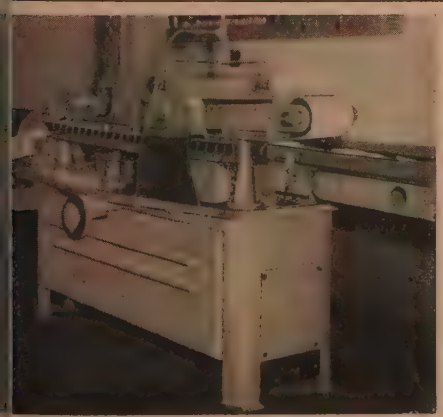
W. W. Durney, head of Griffith-Durney Company, Los Angeles, recently returned from an invitation visit to Washington, D. C., where he had talks with high government officials. During the presidential campaign, Mr. Durney was chairman of the "Eisenhower for President" committee of the fishing industry of Southern California, and later chairman of the finance committee, food and drug division.

Schoenwald Loses Fight For Point Nesbitt Trap

The long fight waged in Washington by Ernest Schoenwald for reopening of a trap location at Point Nesbitt, Zarembo Island, Alaska, came to naught this summer with the announcement by John H. Farley, director of the Fish and Wildlife Service, that in the interest of conservation the trap location would not be reopened.

Mr. Schoenwald spent a long time and much adroit argument in Washington last spring, seeking reopening of the trap on the basis of highly complicated reasons and reasoning.

Bill Eardley Jr., manager of Eardley Fisheries Co., Seattle, became a father for the second time during the summer, Mrs. Eardley presenting him with a daughter, Susan.



The PAK-SHAPER

PREFERRED BY LEADING TUNA CANNERS!

Introduction of the PAK-SHAPER in 1949 developed in tuna canning a greater mechanization than had come about in 30 years of previous growth. Subsequent experience has proved its value to the industry. A large percentage of major tuna operators now employ the PAK-SHAPER.

The PAK-FORMER, designed exclusively for Chunk and Grated Style Pack, is now available to the tuna industry under similar terms as the PAK-SHAPER.

For Complete Information Write to

E. H. CARRUTHERS CO.

P. O. Box 1332 Warrenton, Oregon

Proved in One... Approved for All ...Monel Shafting

It stands to reason — what proves good in one boat should prove equally so in others.

That's what Victor Mavar thought when he discovered the excellent service he was getting from a Monel® shaft in his 55½ ft., Caterpillar Diesel powered, shrimp boat "Victor Mavar." It has lasted as long as the boat, successfully withstanding abrasion and the bite of corrosive salt water.

This was so much better than his bronze shaft service records, that he had tough and long lasting Monel shafts installed on his entire fleet of thirty boats.

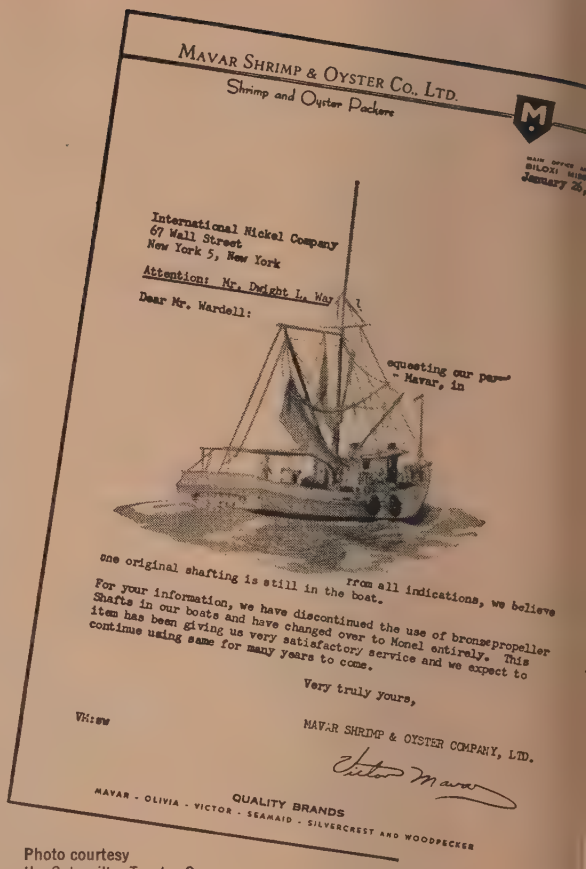
Monel has been first choice of engineers and owners for more than two generations as a most dependable and thoroughly practical marine metal.

Present N.P.A. regulations permit the use of Monel in vessels of the Merchant Marine, workboats, and commercial fishing craft. But remember, it is wise to order well in advance of boatyard work schedules.

The International Nickel Company, Inc.,
67 Wall Street, New York 5, N. Y.

Inco Nickel Alloys

Monel *"...It's the* SEAGOIN'® *metal"*



MAVAR SHRIMP & OYSTER CO., LTD.
Shrimp and Oyster Packers

January 25,

International Nickel Company
67 Wall Street
New York 5, New York

Attention: Mr. Dwight L. Wardell

Dear Mr. Wardell:

...questing our pa...
- Mavar, in

...one original shafting is still in the boat. From all indications, we believe

For your information, we have discontinued the use of bronze propeller Shafts in our boats and have changed over to Monel entirely. This item has been giving us very satisfactory service and we expect to continue using same for many years to come.

Very truly yours,

VH:sw

MAVAR SHRIMP & OYSTER COMPANY, LTD.

Victor Mavar

QUALITY BRANDS
MAVAR - OLIVIA - VICTOR - SEAMAID - SILVERCREST AND WOODPECKER

Photo courtesy
the Caterpillar Tractor Company

SAN JUAN BRAND

TRADE MARK

Producers of

Fresh - Frozen - Salt - Smoked - Canned

Pacific Coast Fish Products

San Juan Fishing & Packing Co.

Foot of Stacy St. **SEATTLE 4, U. S. A**

:kerel Stocks Low h Demand Strong

ckerel stocks in Southern Cali- packers' hands in early August far below the same period last Canned mackerel continued to hot item with packers, who d there were more of the raw ial. Only a small portion of the pack is Pacific; Jack is that in- y's salvation.

l-summer fishing was only fair ufficient to keep the industry what ahead of last year. July's was 5,798 tons for a pack of 0 cases. Jack quotations, for nat., were from $8.00 to $8.50 ase. There were no quotes on c.

chovies too, were occupying a of a number of fishermen's time. age during July was nearly 1,800 and from it 44,000 cases were d, in varying sizes. Quotations, west coast terminals, was from to $8.00.

nery Tender Skipper on Mercy Flight

icken suddenly during the sal- operating season, Neil Ferris, er of a Todd Packing Co. can- tender, died in the air as he eing flown from Todd to Juneau nedical attention.

James Cameron, one of the Canadian members of the International North Pacific Fisheries Commission which will administer the Tripartite Treaty provisions, is a third - generation fisherman who with his brothers has fished for salmon, herring and halibut on the British Columbia coast for years. He is secretary of the Pender Harbor local of the United Fishermen and Allied Workers Union.

B. C. Summer Herring Fishing Yields Fairly

British Columbia fishermen have been experiencing fair success with the summer herring operation off the southeast coast of Vancouver Island and while the total volume taken will set no record, there have been a few large individual catches.

Captain Robert West's herring boat Bellina, for instance, delivered 170 tons of herring in a single load at the Phoenix cannery of Anglo-B.C. Packing Co., Steveston, this being the largest single catch of herring to be made by the boat and while not to be compared with some of the big winter hauls, it was probably a record for the summer.

Seamount Off Willapa Is Named for "Cobb"

Especially approved is the name *Cobb Seamount* for the 18-fathom peak which lies approximately 270 miles west of Willapa Bay, Wash. This seamount was discovered by the *John N. Cobb* in 1950, while the vessel was engaged in offshore Albacore exploration. Experimental fishing by the *Cobb* with regular halibut long line resulted in good catches of large red rockfish on the slopes and ledges of the seamount. A few halibut were also taken. Attempts at trawling the terraces near the peak resulted in lost and damaged gear, indicating the area is too rough for trawling.

For Diesel, it's UNDERSON BROS.!

GM GENERAL MOTORS DIESEL POWER

a Uunila of Astoria, Oregon, chose the 4-51 Diesel for his 36-ft. offshore troller Rose M, 3½ to 1 reduction gear. (Rated 87 h.p. at 3000 r.p.m.)

lew 110
dem Twin
30 S.H.P. GM
, Twin Engine
dability, clean,
ict lines, lighter
t . . . 20 to
lower cost!
Compact
Diesel Power
vailable in
Units 16 to 275 h. p.; Multiple Units up to 840 h. p.

RECENT INSTALLATIONS
of GM Diesel Marine Units by Gunderson Bros. and their dealers:

PLEASURE CRAFT
Robert Wertheimer, Longview, Wn. Two 6720ORA
Howard Irwin, Coos Bay, Ore. Two 6220ORA

WORK BOATS
Hilstrom Shipbuilding, Coos Bay, Ore. One 2071A
Maddox Boat Works, West Linn, Ore. Two 3071A
Al Bernett, Willamette, Ore. One 6220ORA . . . One 12001B
Smith Construction, Stevenson, Wash. One 6220ORA
Weyerhaeuser Timber Co., Raymond, Wash. One 6220ORA
Western Transportation Co., Portland, Ore. One 6220ORA

FISH BOATS
A. J. Conger, Astoria, Ore. One 6220ORA
Frank Sutton, Estacada, Ore. One 4071A

GB

GUNDERSON BROS. ENGINEERING CORPORATION *Equipment Division*
225 N. W. 14th PORTLAND 9, OREGON • 2200 W. 6th EUGENE, OREGON

Pacific Coast plant steps up Sardine Processing

● From the time sardines are unloaded at tide level into vats of sea water until they're canned ready for shipment, every step of processing is handled on Cyclone Conveyor Belts. A Wire Mesh Belt transports sardines from vats to weighing machine. From here a Flat Wire belt conveys fish through eviscerating and washing operations. An Equalized Spiral Belt carries sardines and tomato sauce through a continuous cooker. And finally, sealing, labelling and packing operations are speeded up by another Cyclone Belt.

Ask our experienced engineers for advice on Cyclone Belts and write Dept. R-93 for free catalog #4.

U·S·S CYCLONE METAL CONVEYOR BELTS

CYCLONE FENCE DEPARTMENT
AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL CORPORATION
954 60th St., Oakland 8, California
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

USS
UNITED STATES STEEL

AMERIO

DOUBLE CONTACT PRESSURE PLATE FREEZERS

(U.S. Pat. No. 2,608,069)

FOR THE UNIFORM PRESSURE FROZEN PACKAGE

Loading **SWIM BROS, Ltd.** *Ready to Freeze* **LOCKPORT, N.S.** *Unloading*

"Amerios" freeze quickly, assuring full flavor and quality retention. Economy of operation is outstanding; maintenance costs negligible. You will find them a most profitable investment. Ease of operation and accessibility make Amerio Double Contact Pressure Plate Freezers the most satisfactory in every way.

Designed For Ammonia, Brine or Freon Refrigerant

Amerio
Contact Plate Freezers Inc.
Union City, N.J.
"It's the Contacts that Count"

Send For Illustrated Brochure

Fishermen's Packing Corporation

ANACORTES, WASH.

•

Canners of

PUGET SOUND SALMON

Our BRANDS

SOCKEYE
"Snow Cap"

COHOE
"Olympic"—"Snow King"
"Green Breaker"

PINK
"Ocean Spray"—"Waterfall"
"Ocean Blue"

CHUM
"Golden West"—"Golden Glow"
"Sea Diver"

Cannery: **ANACORTES, WASH.**

Here's What They Say

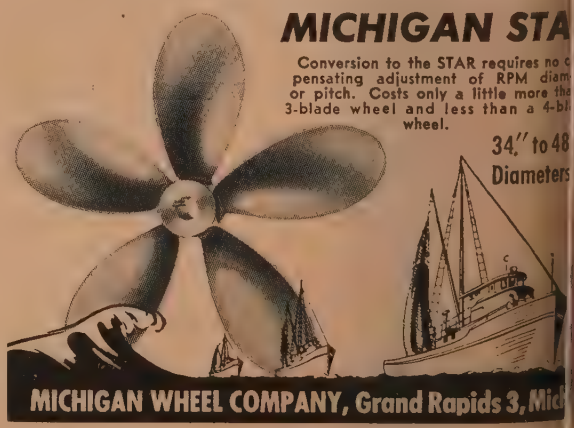
ITS PERFORMANC is TRULY AMAZING

From everywhere that this sensational ne wheel is tried skippers express amazement the way it eliminates the troublesome vibrati that no 3 or 4-blade wheel would cure. And t extra speed and fuel economy it provides ad to their great enthusiasm for the MICHIGAN STA If you want to get rid of vibration, and enj vastly better all around performance, get a

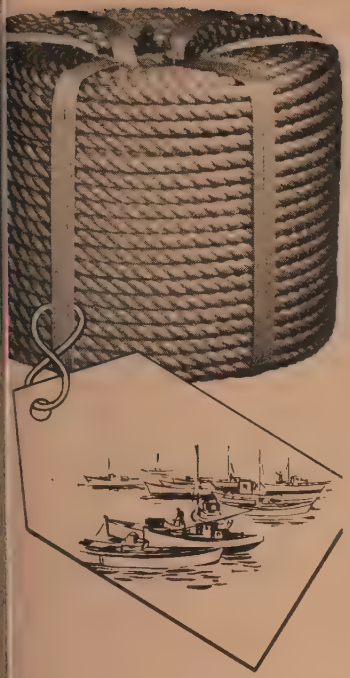
MICHIGAN STA

Conversion to the STAR requires no c pensating adjustment of RPM diam or pitch. Costs only a little more tha 3-blade wheel and less than a 4-bl wheel.

34" to 48 Diameters



MICHIGAN WHEEL COMPANY, Grand Rapids 3, Mich



leets Every
shing Test
.... BEST!

ghness and strength ... flexibil-
... long-lasting dependability
you'll find all these important
lities combined in Tubbs Extra
erior Manila—a rope fishermen
w and trust because it meets
r needs best.

ilable in all sizes, lays and
itments, Extra Superior Manila
acked by Tubbs' 97 years expe-
ce in the manufacture of better
e for the fishing industry. Un-
passed for quality and reliable
rice, Extra Superior Manila is
r best rope buy for every com-
cial fishing need; it costs less
ause it stays stronger...longer!

today for your free copy of Tubbs'
let, "Selection, Use and Care of Rope,"
our folder on Fishing Rope.

TUBBS
RA SUPERIOR MANILA
CORDAGE COMPANY

UBBS CORDAGE COMPANY
FRANCISCO • SEATTLE • Portland • Los Angeles
ew Orleans • Houston • Chicago • New York

P. E. Paulson, newly-appointed managing director of J. H. Todd & Sons, venerable British Columbia fish packing house.

Japanese Credit Sounder With Saving Crab Season

Echo-sounding gear is credited by Japanese reporters with saving the season for the Bristol Bay crab expedition based on the floating cannery *Tokei Maru.*

A reporter, writing from the fisheries research vessel *Kaiyo Maru,* said that when the expedition first reached the grounds the catches were very poor, running from 3 to 5 crabs per unit of tangle-net gear. This was blamed on changes in the 14 years since the Japanese had fished those waters.

The reporter says: "They made their best in learning how the crabs were moving in the water by means of frequent test operations within sounder-equipped self-navigating fishing boats, and thus renewed the spot more than 30 times." (Presumably the reporter means that the boat was enabled to set gear on the same spot 30 times in order to test catch variations.)

"At last the effort brought success. In June a maximum catch of 30 crabs per net was realized—as much as 10 times the catch at the first of the operation."

He goes on to brag a little:

"In this way in the reopened first season of Bristol Bay Japanese fishermen far outstripped American operators in the catch rate of crab, and the result seems to be even better than in pre-war years."

Net Men Visit

T. Dahlstrom, general sales manager, and a director; F. F. Lewelling, newly appointed assistant sales manager, netting department; and John E. Richardson, Pacific Coast manager, The Linen Thread Co., were Pacific Northwest visitors last month.

Trap Inspection Diver Trapped 45 Minutes

A fouled air hose nearly cost the life of Don Kelly, Prince William Sound diver who makes a business of underwater inspection of salmon traps. While working on the Copper River Packing Co. trap at Point Freemantle at the start of the past season Kelly fouled his air supply hose. This made it impossible to bring him to the surface, and he eventually lost consciousness from the impaired air supply.

His helpers, Carl Nelson and Buster Woods, eventually cleared him after three-quarters of an hour and brought the unconscious man to the surface. There he was revived by artificial respiration.

Canco Names New Northwest Research Men

L. G. Germain has been appointed Northwest district supervisor of technical service for American Can Company, with headquarters at Canco's Seattle factory, according to C. E. Lachele, Pacific division manager.

In his new capacity, Mr. Germain will head the company's Northwest research laboratory, serving processors in Washington, Oregon and Alaska.

He succeeds N. J. Willett, who is being transferred to the company's Technical Service Laboratory at Maywood, Illinois.

Mr. Germain, a native of Jackson, Wyoming, graduated from the University of Wisconsin in Food Chemistry in 1933. From 1934 until the present time he has served continuously in numerous capacities in American Can's research department.

He is a member of the Institute of Food Technologists.

Wage Agreement Opens Van Camp at San Diego

Van Camp Sea Food Co., Inc., and the United Fish Cannery Workers' Union, Local 64, got together in late July at San Diego on a new contract to boost wages 5c per hour. Proportionate increases were also granted to piece workers. The plant, which had been closed down during the protracted negotiations, resumed operations.

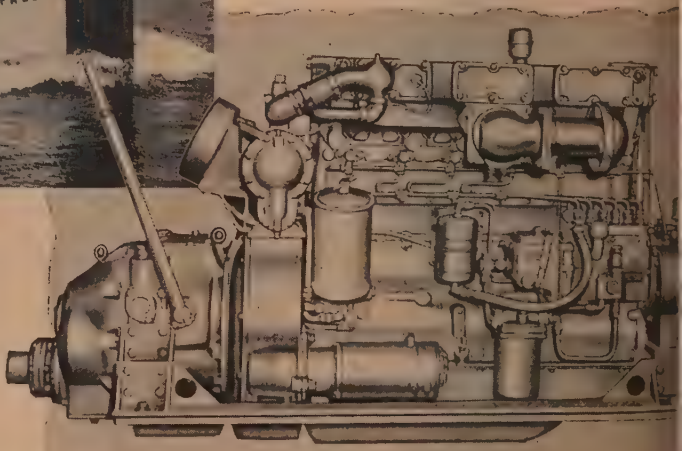
Carl Tendick Retires

Carl Tendick, San Pedro, last month completed 30 years with the U. S. Fish and Wildlife Service and retired. Of that period 24 years had been spent at Los Angeles Harbor as a fisheries industrial analyst and statistician expert. After a few months' vacation, Mr. Tendick plans to open a fisheries consultant service. Meanwhile his duties have been assumed by V. J. Samson.

Her BUDA Diesel

GIVES POWERFUL WING TO THE "FALCON"

"Falcon," owned by Douglas H. Brinton, Port Orchard, Washington, is 44'x11'6"x6'6". Powered by Buda 6-DTMR-468, turning a 38" Coolidge propeller through 3:1 reduction gear.



FOR QUIET, DEPENDABLE LOW COST POWER... YOU CAN'T BEAT BUDA DIESELS

"Falcon's" powerful Buda Diesel has the speed, stamina and economy of operation which mean years of *profitable* fishing. Big dependable Buda Diesels' rugged construction and plenty of reserve are one answer to today's high operating and maintenance costs. Fishermen who power with Buda Diesels *know* they can depend on them year in and year out to run longer with less maintenance at lower cost.

There's a Buda Diesel made to fit your power requirements. Ask your Buda Distributor for details. Write for Bulletins. The Buda Company, Harvey, Ill.

BM-20

BUDA

ESTABLISHED 1881

T. B. Cook Engine Co. Foot S. W. Gibbs St., Portland 1, Oregon
T. B. Cook Engine Co. 484 Bond Street, Astoria, Oregon
King-Knight Co. 360 Jefferson St., San Francisco 11, Calif.
Buda Engine & Equipment Co., Inc. 3407 Airport Way, Seattle 4, Washington
Buda Engine & Equipment Co., Inc. 2529 Chambers Street, Los Angeles 58, C
Marine Pumps, Inc. 745 So. Seaside Ave., Terminal Island, Calif.
Simson-Maxwell, Ltd. 1931 W. Georgia Street, Vancouver, British Columbia, C

OOD FISH
ARKETING
on of PACIFIC FISHERMAN--

News and Views of National Trade in Fish and Shellfish

September 1953

yers "Just Looking, Thanks"

canned salmon market was in August. Brokers couldn't to get the pesky thing into

n offerings of tall Reds at $27 t developing much business. s seemed content to finger chips until the Big Brands their openings — and that been done as this was written. could get new pack Puget re haves at $17.50—the same quoted for Alaska Red halves— one seemed likely to step on ngers as you reached out with money.

buyers were, you might say, ooking"—and waiting.

n not more than 150,000 cases ts had been packed in Alaska— hen there was no pack yet on Sound—offers were made of ack Pink talls at $18.50. How business was done we don't The offer was not widely fol- publicly anyway.

ns were heavy; priced general- $14.50, but available for less onsignment stocks.

mbia River early-pack Chi- were in scant supply, and to be or $20, except for premium

August is a poor month for guessing on packs of fish not yet completed, but it seemed quite safe to count Cohoes among the less-than-last-year items. Alaska was running far below normal figures; Puget Sound had none to closing time; and the freezers were hungry for them.

Sales letters hadn't mentioned the fact up to presstime for this issue, but there were quite a few Puget Sockeye packed in talls during the peak of the good fishing the last week in July. No quotes yet on this item.

Norfish Gets Line Of Golden Cove Patties

Norfish Sales Company, Oakland, has been appointed broker for the Golden Cove Brand of fresh-frozen sea foods, it was announced this week by A. R. Pierce, president of Pierce Fisheries, Inc., of Santa Barbara, producers of the Golden Cove label.

The Golden Cove line, which includes abalone steaks, abalone patties, clam patties, fish patties and shrimp patties were recently reduced some 35c in price, as improved production methods reduced manufacturing costs and increased volume enabled the manufacturer to save considerably on distribution expenses.

National distribution on four of the products, abalone patties, clam patties, shrimp patties and fish patties, was begun the first of this month.

Frohmans Visit Coast

Louis H. Frohman and his younger son, David, both of L. H. Frohman & Sons, Chicago fish distributors, visited the Pacific Northwest at the end of July, spending severals days in Seattle at the headquarters of the New England Fish Co., which their company represents in the territory centering at Chicago.

Walter Tuesley Submits To Ulcer Operation

Walter H. Tuesley, manager of the Canned Salmon Department of the Kelley-Clarke Co., Pacific Coast food brokers, was operated upon in July for duodenal ulcer, an occupational ailment of salmon brokers.

He rallied strongly and is expected to be on the job again by the time salmon selling really gets brisk.

10-Million Case Tuna Sales Seen

As fall approached canned tuna was continuing to enjoy a seller's market, with demand excellent throughout the country and wholesale prices firm. In spite of large deliveries in July and August inventories were not building up to any great extent. As of August 1, stocks in first hands were far below those held on January 1, and had been about a stand-off for months, neither gaining or declining.

This was a good indication packers were selling as they packed and were not adding to warehouse stocks. However, with the improvement in tuna fishing generally — although the domestic Albacore catch had been somewhat disappointing; offset, of course, by increased imports—Southern California canners expected inventories to rise sharply between now and the end of 1953.

With advertising and sales promotion campaigns on canned tuna and with a number of successful food commodity tie-ins, packers were anticipating the U. S. retail sales could exceed 10,000,000 cases this year. The domestic packer could wish he had it all, but his position was far better than California tuna fishermen who not only had to compete for markets with canned imports, but could well be looking at 40,000 tons of foreign raw frozen tuna this year.

ACIFIC PEARL

ab, Salmon, Clams
Tuna and Oysters

IVAR
VENDT
Exclusive Sales Agents
Central Bldg., Seattle 4, Wash.
one ELiot 1272 • Teletype SE-573

San Juan's Consumer Frozen Sales Shifted

"Increasing demand for quick-frozen Pacific sea foods marketed in consumer packages has made it desirable that we separate to some degree our bulk operation for fresh and frozen products from the specialized marketing of consumer packaged items," said E. A. Ruthford, sales manager, in announcing that San Juan Fishing & Packing Co., Seattle, was arranging to have its consumer packaged frozen goods sold in the New York area through Petley, Clark & Johnston, Inc.

The New York office of San Juan will continue as in the past to handle all fresh and bulk frozen sales.

Petley, Clark and Johnston, Inc., will act as exclusive selling brokers for consumer packaged lines in the New York metropolitan market, New Jersey, Connecticut, and the area north of New York City to Kingston, N. Y.

William F. Beesemyer, head of Beesemyer-Ridnour Company, food brokers, Los Angeles, died June 13. He was 65 years old and had been a broker for Van Camp products in the Los Angeles metropolitan area since 1927. **Clarence J. Harris,** sales promotion manager for Van Camp resigned recently to accept a partnership with Beesemyer-Ridnour Company.

Milligan Joins Gosse Co.

Fred A. Gosse announced in August that James N. (Jim) Milligan has become associated with the F. A. Gosse Company in the capacity of manager of the canned goods department. Mr. Milligan is widely known to food processors as well as food distributors.

In making the announcement, Mr. Gosse said: "Mr. Milligan brings to his position in our organization a background of valuable experience. 'Jim,' as he is generally called, was for many years manager of the I.G.A. office in the Northwest. Later he was associated with large factors in the sale of canned salmon, tuna, crab and other shellfish. Previously he spent several years in the local brokerage field. All of this has given him familiarity with distribution at the levels of producer, broker, chain, voluntary and independent."

William Seeman Visits Pacific Salmon Centers

William Seeman, vice president of Seeman Brothers, whose "White Rose" brand is one of the famous food labels of the New York market, spent part of August in the Pacific Northwest, where he annually buys substantial quantities of fancy salmon. He is recognized as a particularly acute judge of salmon and its market, as well as one of the industry's most valued customers.

Whitney Is Marketing White Meat Tuna Items

Entry of Whitney & Co. int tuna marketing field with fancy pack Albacore and also white tuna in the chunk style pack wa nounced in August by Sam R stein, president of the company

The tuna is offered as a memb the Whitney "family," with a extending to tuna the style an sign of the Whitney salmon l where all items are tied togethe common design, with the specie grades distinguished by color tions as well as label wording.

The fancy pack Albacore is to a blue band about the can, the chunk style label is based green band.

The tuna is being packed prin ly in the Anacortes, Wash., pla Farwest Fishermen, Inc., of Mr. Rubinstein is president; some production from the Aber Wash., cannery of the West Fish Co., for which Whitney long has been sales agent. This company has been engaged in ning Albacore for a number of but the Anacortes plant opened tuna this season for the first tim

WESTGATE-CALIFORNIA TUNA PACKING CO.
28th Street and Harbor Dr. San Diego, Calif.

ry Denton Wins 'mmy" for Fish Sales

W. "Larry" Denton, in charge etail sales for the R. M. Sloan Los Angeles food brokers, re- y won a "Sammy" award pre- d by the National Sales Execu- Club of Los Angeles. These s, which are the sales business alent of filmdom's "Oscars," are ded annually to 10 outstanding men.

. Denton is believed to be the salesman in the fish products ever to win this distinction.

e Sloan firm specializes in the of frozen foods, and particularly in the area of Southern Cali- a, Arizona, Nevada, Idaho, Utah West Texas.

e Sammy winners were selected nominations made by sales man- s in the Los Angeles area and eted for the top awards on the of volume of business produced, ibution of effort, accuracy and ptness of their reports, relation- with customers, personal ap- ance and other factors.

Larry Denton, left, "Sammy" winner for his success as a fish products salesman cautiously exhibits his prize to his boss, R. M. Sloan, head of the R. M. Sloan Co., and R. C. Mitchell, the firm's vice president. While Denton stands 6' 4", and really towers over his boss, it is acknowledged that he was standing on a platform when the picture was taken.

creasing Acceptance" Anchovies Reported

bert L. Stix, a New York City products sales representative, xs in a recent letter of the "in- ing acceptance by the American of domestic anchovies packed ine style' "; and suggests that acceptance, coupled with the ing volume of the California will exert a limiting effect upon rts of foreign sardines.

general, American distributors the California anchovy packed sardine style as a highly acceptable article; but they have some hesitancy in handling it, lest it impair the already established trade in fancy imported anchovies in oil or spice sauce.

Hudelson Sales Corporation has been appointed Southern California brokers for George H. Lyon & Son, Eastport, Maine, according to L. W. Hudelson, head of the firm, which makes its headquarters at 1020 South Boyle, Los Angeles.

BERT L. STIX, INC.
NNED and FROZEN FISH
tional and Local Sales Representatives
Spot stocks now available
FROZEN LOBSTER TAILS
from all producing areas
260 West Broadway, N. Y. 13, N. Y.
Orth 2-7527 TWX: NY 1-625

the BRAND of DISTINCTION
Another
OXENBERG
Product

PACKED BY
INDEPENDENT SALMON CANNERIES, INC.
KETCHIKAN, ALASKA
Office: BELL STREET TERMINAL, SEATTLE 1

Easy to Remember! Easier to Sell!
J. R. BARRY & CO.
727 W. 7th, Los Angeles MA-69291
Exclusive Sales Agents for
California Marine Curing & Packing Co.
Tuna—Sardines—Mackerel

largest line of seafoods under one packer's label

Bumble Bee
quality keeps customers sold
COLUMBIA RIVER PACKERS ASSN., Inc.
Astoria, Oregon

French-fried shrimp, attractively packaged with "Glosseal" wrappers from the Western Waxed Paper Division of Crown Zellerbach Corporation, around Marathon Corporation high-gloss waxed cartons, is a new item in the Freeman "Certi-Fresh" line of frozen seafood products. The "Glosseal" wrapper was developed expressly for frozen food packaging and is characterized by its high gloss, hard finish and effective vapor seal. The shrimp job was printed on a 6-color press by Western Wax.

Southern California Canned Fish Markets

Quoted F.O.B. Pacific Terminals at press-time.

TUNA—
Advertised Brands:
White Meat, Fancy.....$16.00
White Meat, Chunks.....$14.00
Light Meat, Fancy.....$15.00-$15.50
Light Meat, Chunks.....$13.00-$13.50
Light Meat, Grated.....$10.00
Private Label:
White Meat, Fancy.....$15.00
Light Meat, Fancy.....$13.50-$14.00
Light Meat, Chunks.....$12.00-$12.50
Light Meat, Grated.....$ 9.50-$10.00
MACKEREL—
Pacific, tall, nat.....$ 8.50*
Jack, tall, nat.....$ 8.00-$ 8.50
ANCHOVIES—
5 oz./100s, t/s.....$ 7.75-$ 8.00

Whitney Opens Advertising Campaign in Toledo, Ohio

Whitney & Co. late in July launched an active advertising campaign in Toledo, Ohio, built primarily around a 13-week advertising contract with the Toledo Blade, supplemented by a cooperative tie-in with the Kroger stores' television program.

Sam Rubinstein, president of Whitney & Co., said the Toledo salmon selling drive would put into effect improvements on the successful campaigns which the company is maintaining in Evansville, Ind., Omaha, Neb., and Huntington, W. Va.

Initiation of the Toledo campaign was featured with 1,000-line newspaper advertisements telling about the Whitney "family" of brands, and carrying a coupon good for 18c credit on the purchase of Whitney salmon.

Mr. Rubinstein says he is well pleased with the redesigned labels for the "Whitney family," in which all labels are basically the same for all sizes and varieties of salmon, with only the variety designations and colors differing. Thus the advertising supports all items in the line, and the common label design assures the buyer of the identity and quality of any item.

He points out particularly that the labels were designed for mass display more than for the effect of the individual can; and that careful merchandising studies have shown that collective impact of a mass display of "Whitney's" salmon was unusually effective.

Ask your **Star-Kist Tuna** representative for details

Westgate Names Bolger Eastern Sales Manager

Appointment of Tom Bolger eastern sales manager, with he quarters in New York City, has b announced by James B. Lane, pr dent, Westgate-California Tuna Pa ing Co., San Diego. Mr. Bolger formerly connected with Harry Fre man Company, "Breast O' Chick broker at Newark, N. J. Larry Ka Westgate sales manager made appointment while in the east.

Tuna Import Situation As Importer Sees It

One of the leading factors in s of foreign tuna in the United Sta reports increasing quantities canned tuna arriving from Spain Portugal, although the quantity has not attained noteworthy volu

He says that Japanese product of canned Albacore has not b sufficient to fill the demand, and t supplies can be expected to be sh for some time.

South American shipments canned bonito, in oil for consu sizes and in brine for the institutio trade, are said to be consistent substantial in volume, with the mand continuing good.

Stanley Bergesen Dies

The many friends of Stanley Bergesen, 52, well known in the C fornia sardine industry, and for past 15 years office manager of Rock Fisheries, Pt. San Pablo, Ca were shocked to learn of his sud death last month.

Mr. Bergesen had been active in affairs of the San Francisco Sar Association. He leaves a wife and

A QUALITY CANNED SALMON FAMILY UNDER ONE LABEL—FOR EASIER MERCHANDISING

. . . the label backed by ***ADVERTISING*** *and a planned* ***PROMOTION***

WHITNEY & COMPANY, CENTRAL BUILDING, SEATTLE 4, WASHINGTO

A Continuously Constructive Force in the Salmon Industry . . .

OCEANIC SALES COMPANY

3302 Smith Tower

SEATTLE 4, WASH.

CANNED SALMON

Cable Address:
"NAECO" All Codes

TIE UP SOONER
...FULL TO THE HATCH

USE Les Davis® commercial flashers and lures...

Western commercial fishermen take more fish on Les Davis equipment than on any other similar tackle.

The Les Davis No. 2 Herring Dodger in brass, nickel, white or 50/50 brass and nickel outsells all other dodgers combined . . . proof that Les Davis makes the best.

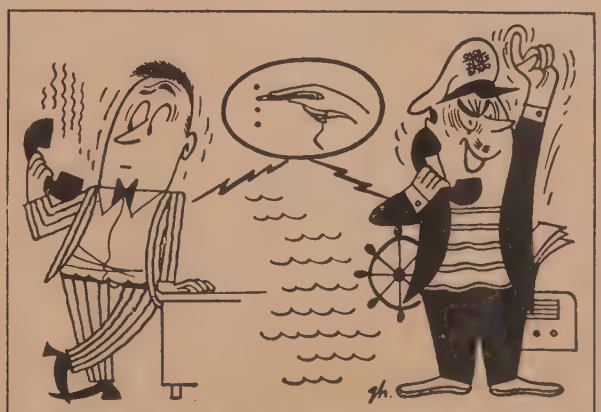
Another favorite with commercial fishermen is the Les Davis Commercial Cut-plug, a solid plastic plug in silver, gold or white with baked-in design, spins just like a plug cut herring. It stands up under countless battles with big fish, is easy to use, and is even more effective than natural bait.

At Your Marine Supplier or Write for Information

IF LES DAVIS MAKES IT
THE FISH TAKE IT

Les Davis

) N. STEVENS STREET • TACOMA 7, WASH.



Want to talk business at sea?

You need good ship-shore communications to do business while at sea...and ship telephone service is the best way to be in touch with any telephone you want to call. If you'd like information on how ship-shore can serve you, just write to Pacific Telephone in your nearest large port city. We'll be glad to send you our free booklet.

Pacific Telephone

Spongex floats on your nets give you a choice — either use fewer floats, or use the same number for greater buoyancy.

Molded of cellular plastic each ounce of float supports 9½ ounces. Usage does not affect buoyancy. Spongex floats never need drying out since they absorb no water, even when punctured.

The smooth surface of a Spongex float needs no tarring or protective coating. This, combined with its oval design, helps reduce tangling on lines and nets.

A Spongex plastic float won't rot or crumble. Compressed under 25 tons weight, the float returns to shape undamaged a few minutes after pressure is released. Resistance to abrasive wear on the lines is excellent.

Start replacing worn out floats with new ones made with Spongex cellular plastic. You'll buy fewer replacements in the years ahead.

For complete information on Spongex floats contact:

Nordby Supply Company
1300 Western Avenue
Seattle 1, Washington

Marden and Hagist
N.W. 14th Avenue
and Savier Street
Portland 9, Oregon

C. J. Hendry Company
111-121 South Front Street
San Pedro, California
Branches:
Terminal Island, California
San Francisco, California
San Diego, California

Lipsett's
Vancouver, B.C.

THE SPONGE RUBBER PRODUCTS COMPANY
695 DERBY PLACE, SHELTON, CONNECTICUT

ANOTHER SPONGEX® PRODUCT

Coast Oyster Adds To South Bend Plant

Construction of an addition to Coast Oyster Company plant at S Bend was under way in July.

The addition will provide a la cold room and bunkers, new b room and new opening table. C pany officials said old shell bun on the west side of the plant wil replaced by a larger one at the of the unloading dock. The enla cold room will have 300 square of floor space and 36 women can w at the new opening table.

Freezership Operators Incorporate Association

Articles of incorporation have b filed by the Northwest Reefers' A ciation, a group which will be m up of the operators of the var reefer ships which have been work primarily in Bristol Bay.

Among the incorporators are cific Queen Fisheries, Alaska Re Fisheries and others. The stated p pose of the incorporation was to an association of fish packers.

Sherwood Oyster Firm Active at Markham

Established nearly seven years a the Sherwood Oyster Cannery Markham, Wash., is rapidly tak its place as a small but active pa ing firm, shipping to Midwest m kets and the San Francisco Bay a

Ed Sherwood, operator of the pl is a member of the Pacific cou family which has operated oy plants and dairy cattle farms in Nahcotta area for a number years.

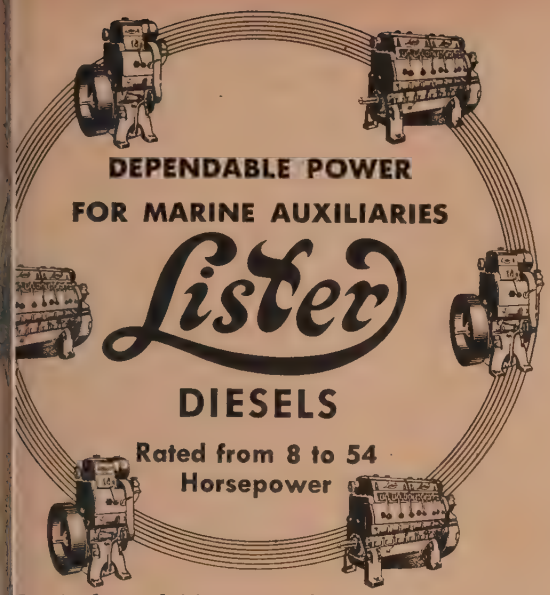
Several oyster growers, includ Nat Persson of the Bayview Oy farms at Ocosta, the Bruener Davis Company, Aberdeen, Ed D and Frank Swann, sell their oys to Sherwood.

Sherwood has been connected w the oyster industry since 1936, i in the Nahcotta area of Pacific cou and then with plantings of oyster the Grays Harbor area.

"Cavalieri" Is Sold For Salmon Service

The *Cavalieri,* well known pu seiner once owned by Vince Cardi li, San Francisco, lately chartered the Fish & Wildlife Service for Pacific Oceanic Fisheries Invest tion, has been sold through Bohne & Son, Fishermen's Wharf, Francisco to Leland D. Kish James Redlick, Anchorage, Ala They will use her for buying sal in Alaska.

The **Santa Rita,** purse seiner owne Peter Guarrasi, is now fishing anch out of San Francisco. This San Pedro recently hung its nets with Spongex fl supplied by the C. J. Hendry Co. of Pedro.



DEPENDABLE POWER
FOR MARINE AUXILIARIES

Lister

DIESELS

Rated from 8 to 54 Horsepower

Here's dependable power for pumps, generators, winches, refrigerating machinery and every other auxiliary marine requirement.

Be sure to ask for new bulletins describing these Lister Diesels. Write

ENGINE DIVISION
NATIONAL SUPPLY COMPANY
SPRINGFIELD, OHIO

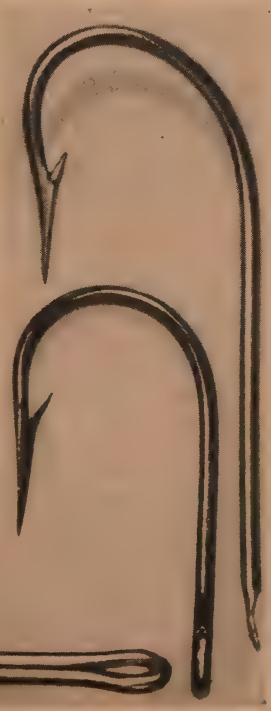
Distributors of Lister Diesels in the U.S.A.

---

ou Can Depend on

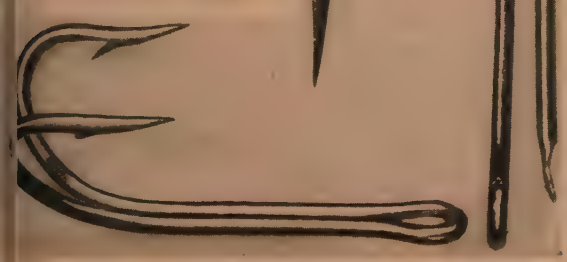
MUSTAD
Key Brand FISH HOOKS

in your fish because these old Norwegian made fish hooks equal when it comes to sharpength, temper and finish. They you replacements and repair. ur dealer and inspect these egarded hooks.



MUSTAD & SON
MANUFACTURERS
ESTABLISHED 1832
NORWAY

Sales Agents—
L. BOWLDS & SON
So. Spring St., Los Angeles
DAR GJOLME & SONS
809 37th St., Seattle
WARD LIPSETT, LTD.
iver, Victoria, Prince Rupert



NEW: Prime Quality!

•built to fishermen's specifications

Rubber clothing designed with all the features that commercial fishermen, who constantly wear-test our garments, tell us are desirable and useful. Vulcanized watertight seams, roomy cut for maximum comfort; specially developed compounds provide greater resistance to sun, water and abrasion. In 3 colors: Black, Yellow, Olive Drab.

U.S. SQUAM HAT
- reinforced watershed brim

U. S. MARINER SUIT
- **Strong fabric,** neoprene coating outside; inside, overalls have elastic insert suspenders, reinforcing knee patches, cut-off bands for shortening leg length if desired. S-M-L.
- **Collar cut for maximum comfort.**
- **Extra sleeve facing** for longer wear.
- **Sleeve "cut-off"** prevents curling, raveling.
- **Jacket** has fly front.
- **Eyelet drainage** on side pocket.
- **Rust-resistant hardware throughout both garments.**

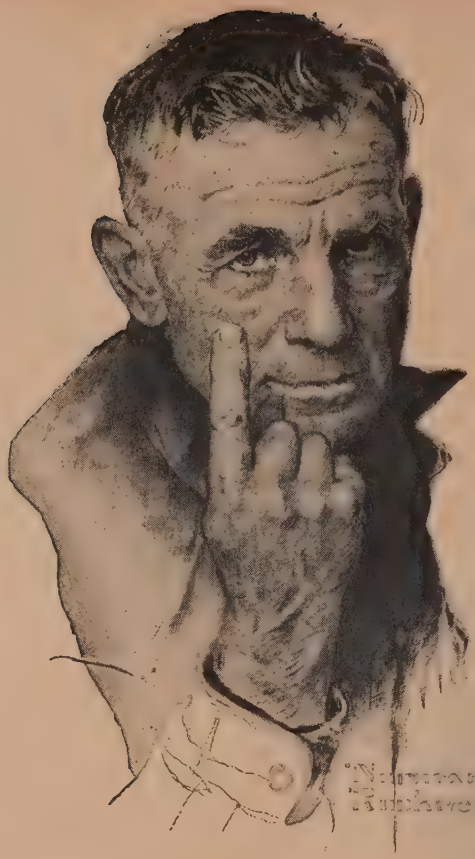
TRAWLER BOOTS
- black thigh
- felt lined
- "Fin-Guard" vamp

★ SOLD ONLY THROUGH INDUSTRIAL AND RETAIL STORES ★

Makers of

U. S. INDUSTRIAL RAYNSTERS® U. S. ROYAL RUBBER FOOTWEAR

UNITED STATES RUBBER COMPANY
Rockefeller Center • New York



"There's only ONE reason!"

IT'S JUST THAT SIMPLE. There's only one reason in the world why so many commercial fishermen prefer Roebling wire rope... *it costs a lot less on the job than any other.*

For maximum wire rope efficiency and economy, call your nearest Roebling office for a Field Man. He'll recommend the best ropes for your type of fishing.

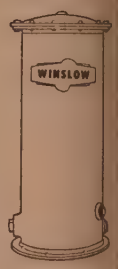
ROEBLING

A subsidiary of The Colorado Fuel and Iron Corporation

JOHN A. ROEBLING'S SONS CORPORATION, TRENTON 2, N. J. BRANCHES: ATLANTA, 934 AVON AVE. • BOSTON, 51 SLEEPER ST. • CHICAGO, 5525 W. ROOSEVELT RD. • CINCINNATI, 3253 FREDONIA AVE. • CLEVELAND, 13225 LAKEWOOD HEIGHTS BLVD. • DENVER, 4501 JACKSON ST. • DETROIT, 915 FISHER BLDG. • HOUSTON, 6216 NAVIGATION BLVD. • LOS ANGELES, 5340 E. HARBOR ST. • NEW YORK, 19 RECTOR ST. • ODESSA, TEXAS, 1920 E. 2ND ST. • PHILADELPHIA, 230 VINE ST. • SAN FRANCISCO, 1740 17TH ST. • SEATTLE, 900 1ST AVE. S. • TULSA, 321 N. CHEYENNE ST. • EXPORT SALES OFFICE, TRENTON 2, N.J.

WOULD YOU CLEAN ONLY PART OF YOUR FACE?

No, of course, you wouldn't! Then why clean only *part* of the oil in your engine? Why be satisfied with anything less than the best protection you can give your engine's moving parts? Keep *all* your oil clean, and all the moving parts of your engine protected, with warranted Winslow Full-Flow Filters!



WINSLOW FILTERS

Winslow Engineering Company • 4069 Hollis St., Oakland 8, Cal

Choose the Finest Power Afloat ENTERPRISE

DEPENDABLE DIESELS

Whatever your marine power requirements, you can put your confidence in Enterprise quality-built diesels. Four cycle, 3, 4, 6 and 8 cylinder models, normally aspirated and turbocharged.

A MODEL FOR EVERY MARINE POWER NEED

Model DMG-36
illustrated
Rated 482–1157 HP @ 250–600 RPM
Other models from 68 to 2056 HP for main propulsion. Generator sets for AC or DC electric service from 332–811 KW

Enterprise DEPENDABLE Diesels

The Choice of Power Experts

ENTERPRISE ENGINE & MACHINERY CO.
A Subsidiary of General Metals Corporation
18th & Florida Sts., San Francisco 10, California

Boston • Chicago • Denver • Ft. Worth • Kansas City • Los Angeles • New Orleans
New York • San Diego • San Francisco • Seattle • St. Louis • Washington, D.

..'s Fishing Fleet ued at $42 Million

ssels valued at $42,161,000 and ering 8570 were engaged in com- al fishing in British Columbia rear, according to a recent check e Canadian government. There 913 vessels over 10 tons. the larger boat class, 738 were operated, compared with 171

tnetters predominate in the er boat group with a total of reported, but this doesn't include tters also equipped for trolling. otal number of trollers in service 2732, including 1349 small boats han 20 feet in length of which re rowboats or canoes. al value of gear used in the Brit- Columbia fishery last year was 0,000, including 7437 salmon gill- valued at $2,560,000, 483 salmon seines valued at $1,560,000 and urse seines averaging $10,000

Howard Gerttula Builds Monk-Designed Trollers

A new 38′ trolling boat was completed at the Ilwaco Boat Works this spring for R. E. Berger.

The boat, constructed by Howard Gerttula is an Edwin Monk design and is to be used for fishing in Alaska. It will draw 6′ and has an 11′ 4″ beam. Elmer Cook made mechanical installations.

Gerttula began work, as soon as his ways were clear, on a combination troller, crab and gillnet boat for David Jones of Raymond, using another Monk design.

ABALONER TOWED IN

The 31-foot abalone boat, *Cincy*, was towed to San Diego, after springing a leak off Point Loma in mid-July. The engine and diving equipment were badly damaged by water, but the diver, Ward Kelsey, was uninjured.

Giant Search-Rescue Tug Sent to Astoria

The Coast Guard Cutter *Yocona* has been assigned to search-and-rescue duty off the coasts of Washington and Oregon, based on Astoria.

Working out of Eureka, up to now, the 213′ ocean-going tug will be exchanging home ports with the smaller cutter *Balsam* of Astoria.

The change is being made in order to provide adequate coverage of the Washington-Oregon coastal area by a vessel equipped to handle assistance cases of any size. The limited capabilities of the *Balsam*, which at times proved to be unsuitable for the task at hand, prompted the change calculated to give more effectiveness to the Coast Guard's rescue work.

The *Yocona*, believed to be one of the largest tugs in the United States, is powered by a 3,000-hp. diesel electric plant capable of driving her at a top speed of 14.5 knots.

SALT

That Has Stood the Test for Over 45 Years

ll Grades :: High Quality :: Fair Prices

.ong Beach Salt Co.

2476 Hunter Street, Los Angeles 21, Calif.

PROMPT SERVICE BY TRUCK OR RAIL

PHONE: TUcker 1424

OR FISH PROCESSING EQUIPMENT

IT'S **STANDARD** *all over the world*

STANDARD fish processing plants are making profits for their owners in all parts of the world. Fish Meal and Oil Plants, Fish Canneries, Component Parts. Inquiries welcomed.

STANDARD STEEL CORPORATION

5013 BOYLE AVE., LOS ANGELES 58, CALIF.

Buy an **OLYMPIC** OIL BURNING **GALLEY RANGE**

5 Beautiful Models

Modern, space-saving lines at moderate cost! Five sturdy Olympic Models for any size and type of craft. Fully concealed oil burner (burns diesel, too!), gleaming porcelain finish, plated sea rails ... many other features you'll value.

See your nearest Marine Dealer for details!

Washington STOVE WORKS
EVERETT, WASH.

OLYMPIC • ALASKA • NEPTUNE

COMPLETE SOUTHERN CALIFORNIA SALES COVERAGE

R. M. SLOAN CO.—Brokers

231 EAST SEVENTH STREET — LOS ANGELES 21, CALIF.

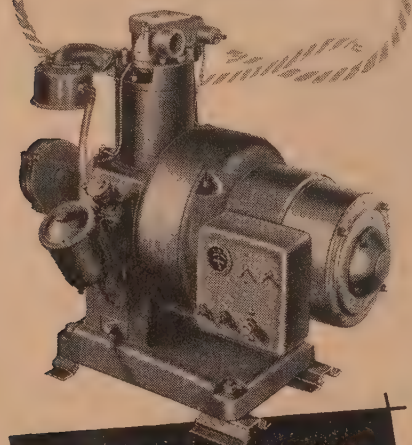
'WX LA 634 — Phone MAdison 6-5291

ONAN Diesel

Marine

ELECTRIC PLANTS

(WATER-COOLED)



3,000 WATTS, Model 3MDSP
SINGLE-CYLINDER (SHOWN)

Here's dependable, low-cost electric light and power for more efficient operation, more comfort aboard your craft. Plant starts at the push of a button, supplying electricity for radio, lights, pumps, ventilators, refrigerator and other equipment.

Designed for marine use, these Onan water-cooled Diesel Electric Plants are unusually compact with clean design, simplifying installation. Operate economically on a variety of Diesel fuels.

Model 3MDSP, 3KW, in all standard voltages AC and 32-volt battery charger.

True Marine Features

Power-take-off shaft • Engine and generafor direct-connected • Corrosion-resistant generator and controls • Rubber impeller water pump • Water-cooled muffler • Vibration dampeners • Air-intake silencer • Low oil pressure cut-off • High water temperature cut-off • Easy electric starting.

AUTHORIZED DISTRIBUTORS

Onan ELECTRIC PLANTS

(Wash. & Alaska)
FREMONT ELECTRIC COMPANY
744 North 34th, Seattle, Washington

(Oregon)
SPARKS & WILLS CO.
1624 S.E. Grand Ave., Portland, Oregon

(California & Nevada)
ETS-HOKIN & GALVAN
551 Mission St., San Francisco, Calif.
218 N. Avalon Blvd., Wilmington, Calif.

Astoria Fisherman Has New-Type Propeller

Considerable interest is currently being manifested in Astoria's fishing circles with the advent of a new type of propeller, the first in that area. Arthur J. Anderson, owner of the dragger *Kincheloe* acquired the new 5-blade Star propeller and installation was made by Oregon Marine Supply Co. A product of Federal Propellers, Grand Rapids, Mich., the new 5-blade is said to be completely revolutionary in its efficiency over the common 3-blade, being almost "vibrationless" and affording a 3 to 9% fuel consumption economy. Interest was keen among those who had not yet even heard of the 5-blade Star, and especially so with owners of the larger vessels.

Walla Wallan Wins Continental Scholarship

Lawrence R. McCoy of Walla Walla, Wash., this summer was announced as the Pacific winner of one of the three Continental Can Co. scholarships offered annually by that company to sons and daughters of its employees.

He will use his scholarships to major in engineering at Stanford University.

Monterey Sardine Plant Goes to Mexican Firm

W. H. Murphy and Manuel Vi arrived in Monterey last month take delivery of two cannery hopp from the Peninsula Packing Co. equipment will be installed at P quera del Pacifico, S. de R. L., Sau Baja California.

Mr. Murphy has purchased equ ment from other Monterey canner including 65% of the Custom Ho equipment and Westgate-Sun H bor's steam dryers and tuna pack tables. They were hauled south truck and trailer.

Mr. Murphy also purchased the duction plant of Seine Sea F Packing Co., Port Costa, Calif., wh was a 10-ton per hr., California Pr Manufacturing Co. lay-out. Inclu was some sardine packing equipm

Shrimp Plant Burns

A floating shrimp plant, owned Clyde Sheldon of Petersburg, and erated near Juneau this spring by Kayler-Dahl Fish Co. of Petersbu burned to its steel hull late in Ju The plant was temporarily idle at time.

John Albert Luoto, 73, a commer fisherman during his early years on G Harbor, beginning 50 years ago, June 23.

THE ONLY WAY TO COMPETE WITH

Archer "S"

IS BY USING

Archer "S"

America's Finest

SOYBEAN SALAD OIL

PREMIUM FLAVOR AT NO EXTRA COST!

Refined deodorized and winterized by continuous vacuum process

A superb oil for canning tuna and sardines!

ARCHER-DANIELS-MIDLAND COMPANY
MINNEAPOLIS 2, MINNESOTA

LINES and LEADERS

ɔillar Announces Engine ɔales Promotion Shifts

on of an engine division, a new component of Caterpillar Tractor announced by L. B. Neumiller, lar president. Coincidental with ve was an announcement by G. E. ice president, of a realignment of id advertising activities.

iew division of Caterpillar will be d by H. H. Howard, formerly di- f domestic sales. He will have ad- ition of the Company's commercial ring, orders, product engineering, and scheduling of all engines. In he will be in charge of the sale ies to manufacturing customers.

ɔain announced establishment of the romotion department with W. K. w advertising manager, as man- the new department. The sales division, sales development divi- d the advertising department be- ie three divisions of the new sales on department.

ɔoard Products' 5-Color Prints Colorful Cases

nt press capable of printing five t one time on paperboard has been l by Fibreboard Products, Inc. in e plant in Stockton, Calif., states Bland, president. It is the first 5-color paperboard rotary press on ific Coast and has a capacity of pressions per hour.

nstallation is but a part of this plant betterment and expansion n, another step in a multi-million- ɔostwar development plan covering ɑpany's sixteen mills and plants Pacific Coast. Other improvements rried out during the current fiscal clude increasing of corrugating fa- and modernization of stock refining ry in several plants, increased l recovery equipment and the in- n of a bark burner to convert ark into steam at one of Fibre- pulp mills, and the building of a ely new and modern wastepaper

Brown & Bigelow Buys Western Litho

Western Lithograph Co., Los Angeles, one of the largest and best-known graphic arts firms on the West Coast, was purchased this summer by Brown & Bigelow, world's largest advertising specialties firm, with headquarters in St. Paul, Minn.

Announcement of the sale was made jointly by Charles A. Ward, president of Brown & Bigelow, and John L. Davidson, president of Western, son of M. L. Davidson who founded the firm in 1906. Negotiations were concluded by officials of the two companies. Purchase price was not disclosed.

Ward said that the newly-acquired company "will continue to operate as a separate corporation under its present name, Western Lithograph Company, offering the same services and products as heretofore, plus new ideas and creative programs for business firms in the rapidly-growing Pacific Coast region." The company has sales offices in San Francisco, Fresno, Westlaco, San Diego, and Salt Lake City.

Western is responsible for several advances in the lithography field. It was one of the first firms on the coast to run multi-color labels on offset press.

Brown & Bigelow is the world's largest calendar house, and has district sales offices in 61 principal cities.

Los Angeles plant of Western Lithograph Co., one of the leading Pacific manufacturers of canned fish labels and other lithography for the fish packing industry, which was purchased this summer by Brown & Bigelow, world's largest advertising specialties firm. The Los Angeles company will continue to do business under its present name, with the same products and services as in the past.

Winslow Filters Broaden Field of Sales Activities

Establishment of new sales headquarters in Murray, Ky., and the transfer of key personnel from Oakland, Calif., to the southern city have been announced by Winslow Engineering Company, manufacturers of Winslow filters and elements.

Heading the group of men who moved east from the Pacific Coast in August was W. Ray Kern, the firm's general sales manager. He was accompanied by his assistant, W. B. "Bill" Walker, and division sales

Baker

. . . The Choice of Experienced Fishermen!

Insuring Their Valuable Tuna Cargoes, Trip After Trip—Year After Year—More than 50 Southern California Tuna Clippers Have Baker Refrigeration For Economical Operation —And Dependability!

AIR CONDITIONING AND REFRIGERATION

BAKER ENGINEERING CORPORATION

LOS ANGELES SAN PEDRO

Hitting on All "6"

"6" Aggressive Salesmen uilding Canned & Frozen Seafood ands in CHICAGO & MIDWEST. ales efforts second to none for aggressive producers.

FROHMAN & SONS • Sales Agents

FOR CANNERS AND PACKERS OF FOODS

N. DEARBORN STREET CHICAGO 10

VITA FOOD

TRADE MARK

PRODUCTS, INC.

GENERAL OFFICES — NEW YORK CITY

Importers & Exporters — Producers, Packers, Smokers

FISH OF ALL KINDS

Mildcured and Frozen from all Principal Centers of Alaska

SEATTLE OFFICE — 1844 WESTLAKE NORTH

THE ALASKA LINE

First
In Serving
Alaska's
Greatest
Industry

ALASKA STEAMSHIP
COMPANY
Pier 42
Seattle 4

H. C. HANSON
Naval Architect :: Engineer
Phone ELiot 3549
102 Colman Ferry Terminal
Seattle 4

Highest *Qu*
ARB
Brand
Canned
Mild Cured
and Frozen SALMO
FARWEST WRANGELL CO., IN
WRANGELL, ALASKA
Seattle 9 Office: 750 Westla
Phone: MAin 7448

The Campbell Machine Co.
SAN DIEGO 12, CALIFORNIA
BOAT BLDG. MACHINERY REP'S
ANCHOR and CARGO WINCHES
Distributors
"Union" Diesel Engines

PETERSBUR
Cold Storage Co., In
PETERSBURG, ALASKA
Ralph Hall, Manager
Commercial
FREEZING and STORA
Excellent Facilities for
Buyers and Fishing Boats
BAIT

San Diego Marine Const. Co.
SHIP CONSTRUCTION
and REPAIRS
Marine Railways, Floating Drydock
Foot of Sampson Street
SAN DIEGO 12, CALIF.

American Hammered Piston Rings
Briggs Oil Filters
Lathrop Marine Engines
H. G. McLaughlin Co., Inc.
76 YESLER WAY SEATTLE 4

Willapoint
OYSTERS
—Are opened fresh, canned fresh in rich oyster nectar, and cook and taste like a fresh oyster!

YOU MAKE MONEY ON THE BEACH, TOO
when you bring your boat to
NATIONAL STEEL AND ★ SHIPBUILDING
CORPORATION
HARBOR DRIVE AT 28th
Phone Franklin 9-8065 ● San Diego 12

PHILIP F. SPAULDI
NAVAL ARCHITECT AND MARINE ENG
65 Marion Street Viaduct MAi
SEATTLE 4, WASHINGTON

G. BRUCE NEWBY
Consulting Naval Architect
and
Marine Engineer
Telephone 966-35 4549 East Anahei
Long Beach 4, California

GRANDY BOAT COMPANY
MARINE WAYS
BUILDERS OF
ALL TYPES OF FISHING VESSELS
REPAIRS and ALTERATIONS
2538 Westlake Ave. North Seattle 9, Wash.

ARTHUR DE FEVER
Naval Architect & Marine Surveyor
Consultation *Re-Conditioning* *Survey*
Ship Design *Inspection* *Appraisers*
701 East Harbor Drive, P.O. Box 1049
San Diego 12, California
Phone No.: F-9-2159

NUTTALL-
STYRIS CO.
825 Columbia
FISHERY SUPPLIES
San Die
Calif

Distributors
American and Canadian
MILD CURED and
FROZEN SALMON
200 Bell St. Dock
Pier 66
SEATTLE 1
U.S.A.

J. J. CAMILLO
Wholesale SEA FOOD Broker
935 W. Harbor Drive, SAN DIEGO 1, Californi
Maritime Agency
★ BROKER and AGENT ★
Phone Franklin 5189

itative Robert A. Pelusi. They will d in the near future by a second sales representative who has not appointed.

ncement of the shift was made by Nostrand, Winslow's vice president ge of sales and engineering, who tinue to direct the company's mar- ctivities from the offices in Oak- so remaining at the California plant tern division sales representative cher and a staff of assistants.

reation of dual sales facilities, ac- to Nostrand, was brought about by r's desire to make service as well ucts more readily available to the r's distributors and customers in of the United States and Canada. ore than 25 years of concentrating anufacturing in Oakland, Winslow a new factory in the Kentucky city 1952 and is now supplementing cilities with a complete sales or- on.

sal Motor Bulletin ted in Spanish

ncement of the publication of a bulletin covering the recently in- l Unimite Four marine motor is Universal Motor Company. The is printed in Spanish and gives information and specifications, in- scale drawings, of this new 65- ver, four-cylinder marine motor. nufacturer stresses the very small this new model, only 32", for its large power and for its 141 cubic inch piston displacement. The Unimite Four is especially well suited for fishing and work boats in the smaller sizes as well as pleasure boats, including auxiliary power for sailboat. For a copy of this new literature, write Universal Motor Company, 500 Universal Drive, Oshkosh, Wisconsin, U. S. A., asking for Bulletin DFM-1.

"Ac'cent" Output Increased By Addition at San Jose

Increased production of Ac'cent at International Minerals and Chemical Corporation's San Jose, California, plant will result from a $1,500,000 extension of the existing plant recently completed.

J. R. T. Bishop, vice-president of the corporation's Amino Products Division, stated the new facilities will help alleviate a world shortage of monosodium glutamate.

Opened shortly after World War II, the San Jose plant has been hard-pressed to meet the rapidly-increasing demand for Ac'cent. More than 800 packaged foods now in production use Ac'cent as a standard ingredient. Production has been at the rate of about 4,000,000 pounds per year, and will now be twice that amount.

Diesel Salesman Wins Award

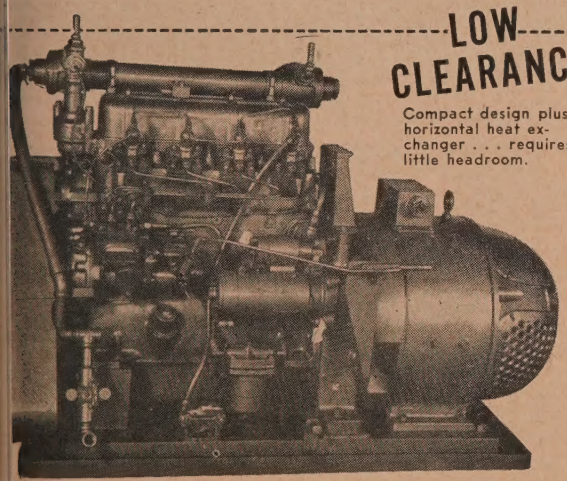
R. C. Blaker of the Gunderson Brothers Engineering Company, Portland, Oregon, General Motors Diesel distributors in Oregon, has won the W. T. Crowe Merit Award presented annually to outstanding diesel engine salesmen.

Blaker has been on the staff of Gunderson Brothers for some time and is well known in the marine engine business on the Columbia River.

American Rope's Sales Chief Made a Vice President

Charles D. McAllister has been named vice president of American Manufacturing Company, Brooklyn, N. Y. cordage firm. Mr. McAllister, whose former title was Sales Manager, will retain direction of the company's selling activities.

Mr. McAllister has been with American Manufacturing Company in various capacities for more than 20 years. This latest promotion now puts him in the same post once held by his father, Charles D. McAllister, who was vice president of the company in 1924.



LOW CLEARANCE

Compact design plus horizontal heat exchanger . . . requires little headroom.

IT GIVES YOU BOTH AC and DC!

5,000 watts Alternating Current to operate lights, refrigerator, range, radio, and bilge pump. And the same unit also gives you—

2,000 watts Direct Current, 32 Volt, for charging batteries. This 7 KW unit, with 4-cylinder diesel is compact and free from "gadgets". It has the built-in dependability for which "U. S." Electric Plants are famous.

Write for more information

UNITED STATES MOTORS CORP.
420 NEBRASKA STREET
OSHKOSH, WISCONSIN

KOHLENBERGER ENGINEERING CORPORATION
DEPENDABLE REFRIGERATION SINCE 1922
FULLERTON • CALIFORNIA

DEPENDABLE REFRIGERATION

SERVING PACIFIC FISHING FLEETS SINCE 1922

Our engineering staff is always at your service. Phone or write for name of nearest boat yard to serve you.

Foreign Inquiries Solicited

General Offices and Factory:
FULLERTON, CALIFORNIA

Telephones
L.A. Mutual 6497 Lambert 5-3521

AMS AMERICAN NETTING TUBBS CORDAGE PABCO MARINE PAINTS

A. D'ACQUISTO & SONS

FISHERMEN'S SUPPLIES

COMPLETE TROLLING EQUIPMENT

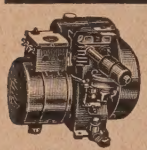
ne: 2-4110

Municipal Wharf, Monterey, Calif.

ADVERTISING INDEX

Alaska Steamship Co. ... 76
American Can Co. ... 6, 7
American Marine Paint Co. ... 39
Amerio Contact Plate Freezers ... 62
Archer-Daniels-Midland Co. ... 74
Baker Engineering Corp. ... 75
Barry & Co., J. R. ... 67
Bibb Manufacturing Co. ... 32
Boicelli & Boss ... 31
Brock's Bait Boats ... 52
Bryant's Marina ... 51
Buda Co. ... 64
Buelow & Co., C. F. ... 66
California Marine Curing & Packing Co. ... 67
Camillo, J. J. ... 76
Campbell Machine Co. ... 76
Carruthers Co., E. H. ... 59
Caterpillar Tractor Co. ... 4
Chris-Craft Corp., Engine Div. ... 58
Chrysler Corp., Engine Div. ... 30
Cincotta Bros. ... 35
Coast Mfg. & Supply Co. ... 45
Colorado Fuel & Iron Corp., Wickwire Spencer Steel Div. ... 17
Columbia River Packers Assn. ... 67
Commercial Fishermen's Inter-Insurance Exchange ... 48
Continental Can Co. ... 3
Cyclone Fence Div., U.S. Steel Corp. ... 61
D'Acquisto & Sons, A. ... 77
Davis Fishing Tackle Co., Les ... 69
De Fever, Arthur ... 76
Delca Fish Preservators, Inc. ... 67
Deming & Gould Co. ... 5
Diversey Corp. ... 44
Ederer Co., R. J. ... 2
Electric Storage Battery Co. Inside Back Cover
Enterprise Eng. & Mchny. Co. ... 72
Enterprise Mfg. Co. ... 50
Fairbanks, Morse & Co. ... 57
Farwest Wrangell Co., Inc. ... 76
Fellows & Stewart, Inc. ... 52
Fibreboard Products Inc. Outside Back Cover
Fishermen's Packing Corp. ... 62
Fitler Co., Edwin H. ... 44
Forster Shipbldg. Co. ... 51
Freeman, Doc ... 52
Freeman, Wood ... 51
Frohman & Sons, L. H. ... 75
General Petroleum Corp. ... 10
Glass-Fiber & Plastics Supply ... 47
Gosse Co., F. A. ... 65
Grandy Boat Co. ... 76
Gunderson Bros. Engr. Co. ... 61
Hanson, H. C. ... 76
Harbor Boatbldg. Co. ... 52
Harnischfeger Corp. ... 8
Hart & Burns, Inc. ... 44
Heminway & Bartlett Mfg. Co. ... 38
Hiller, Paul W. ... 76
International Nickel Co. ... 60
International Paint Co. ... 48
Johnson Motors ... 11
Kelley-Clarke Co. ... 66
Kettenburg Boat Works ... 31
Kohlenberger Engr. Corp. ... 77
Larson Boat Shop, Al ... 52
Linen Thread Co. ... 53
Long Beach Salt Co. ... 73
Marine Products Co., Pumps ... 33
Master Mechanic Mfg. Co. ... 78
Mathers Supply Co. ... 53
McKinney Co., H. G. ... 51, 52
McLaughlin Co., H. G. ... 76
Metal Marine Pilot ... 51
Michigan Wheel Co. ... 62
Murphy Diesel Co. ... 36
Mustad & Son, O. ... 71
National Steel & Shipbldg. Corp. ... 76
National Supply Co., Engine Division ... 15, 31, 71
N. C. Marine ... 44
Newby, G. Bruce ... 76
New England Fish Co. ... 66
Nordberg Mfg. Co. ... 41
Nordby Supply Co. ... 47
Northern Products Corp. ... 76
Nuttall-Styris Co. ... 76
Oceanic Sales Co. ... 69
Onan & Sons, D. W. ... 74
Oxenberg Bros. ... 67
Pacific American Fisheries ... 5
Pacific Marine Supply Co. ... 12
Pacific Tel. & Tel. Co. ... 69
Pacific Towboat & Salvage Co. ... 52
Petersburg Cold Storage Co. ... 76
Plymouth Cordage Co. ... 42
Roder-Blackburn International Corporation ... 52
Roebling's Sons Corp., John A. ... 72
Sagstad Shipyard ... 51
San Diego Marine Constr. Co. ... 76
San Juan Fish. & Pack. Co. ... 60
Seaside Supply Store ... 52
Shell Oil Co. ... 9
Shepherd Marine ... 49
Sloan Co., R. M. ... 73
Snow-Nabstedt Gear Corp. ... 58
Spaulding, Philip F. ... 76
Sperry Gyroscope Co. ... 28
Sponge Rubber Products Co. ...
Standard Oil Co. ...
Standard Steel Corp. ...
Star-Kist Foods Inc. ...
Stay-Ttite Products Co. ...
Stix Inc., Robert L. ...
Sudbury Laboratory ...
Tacoma Boatbldg. Co. ...
Techkote Co. ...
Thompson Engineering Co. ...
Tide Water Associated Oil Co. Inside Front Co
Tower Co., A. J. ...
Tubbs Cordage Co. ...
Twin Disc Clutch Co. ...
Union Oil Co. ...
United States Steel Corp., Cyclone Fence Div. ...
U.S. Motors Corp. ...
U.S. Rubber Co., Clothing Div. ...
Universal Motor Co. ...
Vita Food Products Inc. ...
Walter Machine Co., G. ...
Washington Iron Works ...
Washington Stove Works ...
Wendt, Ivar ...
Westgate Calif. Tuna Pack. Co. ...
White & Sons, Wilfrid O. ...
Whitney & Co. ...
Whiz Fish Products Co. ...
Wickwire Spencer Steel Div., CF&I ...
Willapoint Oysters ...
Winslow Engineering Co. ...
Woolsey Paint & Color Co. ...

BUY at FACTORY-SAVE



PUSH BUTTON START

600-700 watts—115 v. 60 cyc. 2 h.p. easy-starting Briggs gas engine. No wiring necessary, just plug in and operate. Plenty of current for cabin or running lights, galley range, ice box, electric bilge pump, etc., which require up to 700 watts. Compact design and light weight (75 lbs.) make it ideal for outboard or inboard cruisers, sloops and yachts. Complete with volt-meter and built-in winding to charge 6 v. auto batteries. Item 24. Wt. 75 lbs. Fully guaranteed. Be prepared when other power fails. Regularly $275.00 value. **$143.50**

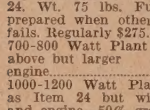
Item 24

700-800 Watt Plant (Item 44) same as above but larger engine. **$169.95**

1000-1200 Watt Plant (Item 45) same as Item 24 but with larger generator and engine—50% greater output. **$199.50**

1500-1700 Watt Plant (Item 20) Similar to Item 24, but has three times more capacity. Wt. 173 lbs. Factory price. **$279.50**

We make all sizes up to 25,000 watts.



NEOPRENE EXTENSION CORD

#14-2 conductor stranded wire. Heavy duty, very flexible, 20 year quality. Wt. 9 lbs. 100 ft. with plug and outlet. A terrific buy at only. **$8.95**

44 Pc. SOCKET SET

(Item 59b) Highest quality, guaranteed for life. Non-breakable sockets made by Husky. Beautifully matched chrome alloy, absolutely the best. Complete range of 21 sockets from ¼" thru 7/16" in ¼" drive, and 7/16" thru 1-1/16" in ½" drive; 2 extensions, reversible ½" ratchet, "L" handle, slide head, all angle coupling, ½" speeder handle and a BIG doghouse tool box with ample room for other tools **plus** 5 pc. hi-chrome alloy combination wrench set and 7 pc. offset wrench set. Easily worth $49.50. Special. **$17.95**

HEAVY DUTY DC ARC WELDER

with mounting flange (Item 38)

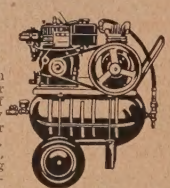
Use as portable or shop welder. Up to 300 amps. Senior Model. Made for years of trouble-free, continuous service. Will handle light or heavy jobs. Easily welds up to ¾" plate using ¼" rods. Built-in air cooling system. Arc is easy to strike and hold because of specially designed arc stabilizer. Hi-lo switch and dial control gives wide range of welding heats. Run welder at 2600 rpm with tractor, jeep or 15 hp gas engine, or 7 hp electric motor. Complete with instruction and triple V-belt or flat pulley. You can pay more, but you can't buy a better welder. Wt. 110 lbs. $400.00 value at. **$99.75**

DUAL CONTROL MODEL same as above but with built-in dual rheostat for low heat, soldering, brazing, welding, etc. Spec. **$119.50**

WELDING KIT. Two 10 ft. leads, welding helmet, electrode holder, ground clamp. Sold only with welder at. **$10.50**

Write for prices on AC Arc Welders.

MASTER AIR COMPRESSOR



Tank Tested up to 500 lbs. per sq. in.

(Item 209B) High pressure type for large volume of air for heavy duty service. For paint spraying, inflating tires, rafts, greasing and the hundreds of other jobs done by compressed air.

Piston type, 2" bore compressor with built-in air filter. Master built with hi-strength alloys and precision bearings. Stainless steel tank, 12"x24", 2100 cu. in. cap., will not corrode. Safe up to 500 lbs. Equipped with automatic switch that starts and stops engine to maintain desired pressure (up to 150 lb.) and check valve, gauge, shut-off valve, 20 ft. air hose, and tire chuck. Beautifully balanced on ball bearing wheels and rubber tires. With 2 hp. Briggs Gas Engine Reg. $199.50 (Item 209B). **$109.50**

Available with stationary clamp down mounting—same price. Also available with electric motor. Low factory prices.

SEND 10c for BIG '53 FACTORY CATALOG FREE with ORDER

Prices F.O.B. Factory. 10-day money back guarantee. Send check or Money Order

MASTER MECHANIC MFG. CO.
Dept. 91C **BURLINGTON, WISCONSIN**

AHOY!

You Can Do the Job Better with

STAY-TITE MARINE PRODUCT

- **STAY-TITE CAULKING COMPOUND.** A proven product of merit for over 50 years. Black, Gray, Mahogany.
- **STAY-TITE WATERPROOF GLUE.** Clear liquid.
- **STAY-TITE DECK SEAM SEALER.** Pliable.
- **STAY-TITE CRACK FILLER.**
- **STAY-TITE XXX CEMENT.** For linoleum, canvas, felt, etc.
- **STAY-TITE PLASTISEAL** (cl and **CUPROSEAL** (Gre Wood Preservative & Bind
- **STAY-TITE CANVAS TIGHTENER & FILLER.**
- **RUSTGO.** Rust Remover.
- **STAY-TITE SUPER STAR ADHESIVE.** An excellent erproof general purpose hesive.

See Your Marine Supply Dealer

STAY-TITE PRODUCTS CO.
Dept. PF, 9400 Steinway, Cleveland 4, O

For shipboard Electricity you can depend u

Universal
True-Marine Electric Plants!

For a safe, sure, ever-ready source of electric power, choose a Universal; backed by over a half century of 100% marine engineering experience. They are smaller, simpler to install — with water-cooled models for every Sizes from 250 watts to 35 KW, gasoline and diesel. All vo all types control. Write for complete bulletin.

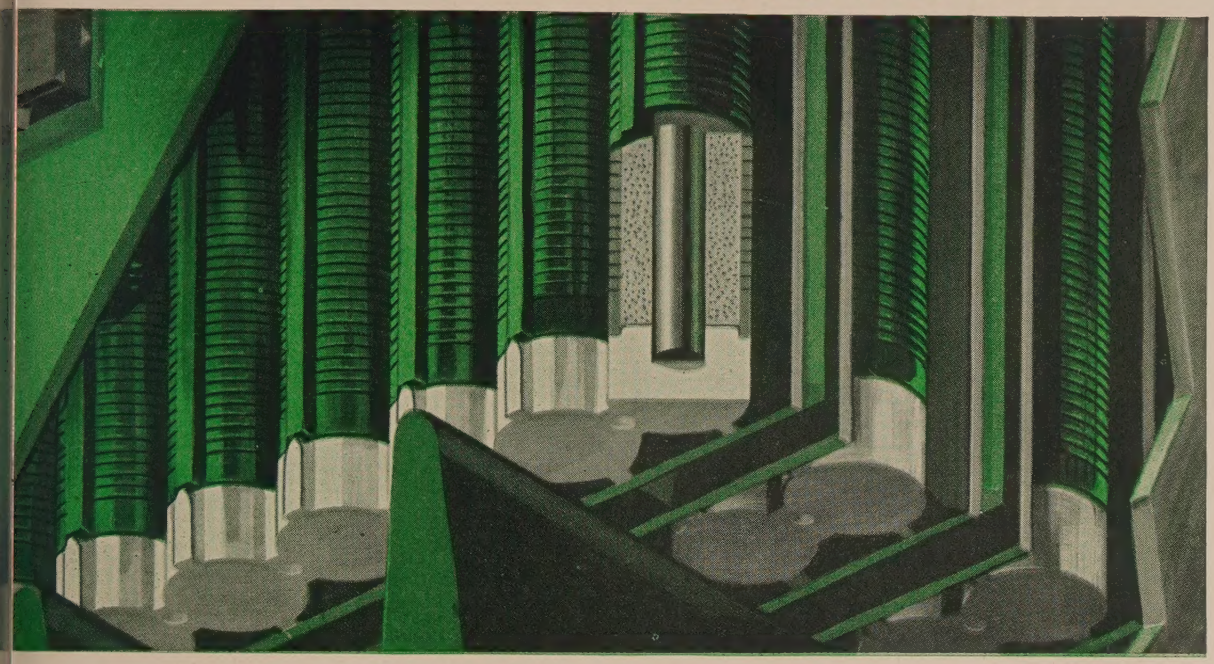
UNIVERSAL MOTOR COMPA

423 Universal Drive, Oshkosh, Wis.

Seattle—Pacific Marine Supply Co. • San Francisco—Thomas A. Sh Los Angeles, San Diego—Shepherd Marine • Honolulu—McWayne Supply Co. • Prince Rupert, Vancouver, Victoria—Edward Lipse Coos Bay, Oregon—Elfving's Marine & Builders Supply Portland—Lee McCuddy's Columbia Marina

YOU'LL FIND THE DIFFERENCE INSIDE THE

Exide-Ironclad



Inside . . . where it counts most . . . EXIDE-IRONCLAD is entirely different than any other battery. It's made that way by EXIDE'S exclusive IRONCLAD slotted-tube construction . . . a principle that provides direct operating-hour savings for you.

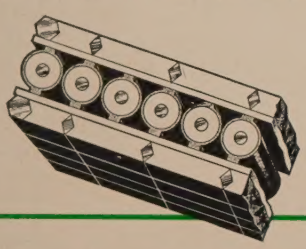
OF *ALL* BATTERIES, ONLY EXIDE-IRONCLADS HAVE POWER TUBE POSITIVES

The positive plate is different . . . unique . . . exclusive. It is the most effective retainer of active material yet demonstrated in heavy duty service. Slotted tubes contain the active material. So fine are the slots that, while permitting easy access of electrolyte, they retard the active material from washing out, hold it during repeated cycles of charge-discharge, and the vibration of rough use.

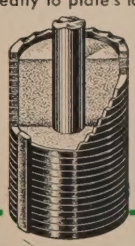
Today's battery-powered equipment is being used harder than ever before. Unless the batteries have internal shock protection they tend to deteriorate under hard usage—both electrical and mechanical. Only Exide-Ironclad has the plus-protection of the tubular positive that can withstand today's more exacting and rigorous heavy-duty battery services.

Your EXIDE sales engineer will give you the factual inside story. See for yourself why *only* an EXIDE-IRONCLAD gives maximum day-after-day service under the most difficult operating conditions . . . *with a minimum of maintenance expense.*

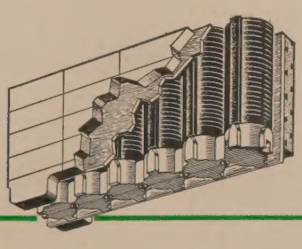
Cross section shows relation of positive plate to separators and negative plate. Note the much greater exposure of active material to electrolyte as compared with that of the usual flat positive plate. This greater exposure makes possible the high power ability and uniform-voltage characteristics of the Exide-Ironclad. The negative plates have been made extra heavy to balance the increased capacity of the power tube positives.



Running through center of each tube is an alloy core which is cast with the heavy top cross bar. These form the sturdy, non-buckling grid. Both core and top bar are made of Exide's new corrosion-resistant Silvium, an alloy of silver, lead and other components, which adds greatly to plate's long life.



New polyethylene insulating tube sealer of acid-proof, non-corroding plastic fits snugly into bottom of slotted tubes and further reduces loss of active material. Thus more active material remains available, and the high battery capacity is maintained for a longer working life.



1888 . . . DEPENDABLE BATTERIES FOR 65 YEARS . . . 1953

THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia 2 • *Exide Batteries of Canada, Limited, Toronto*

LOS ANGELES, CAL. SEATTLE, WASH. SAN FRANCISCO, CAL.

"EXIDE-IRONCLAD" and "SILVIUM" *Reg. T.M. U.S. Pat. Off.*

FIBREBOARD Cartons

PRECISION ENGINEERED
for modern high-speed machine packing

CUSTOM DESIGNED
for modern self-service merchandising

FIBREBOARD engineering, including research, is continually producing packages geared to the ever-increasing tempo of modern machine packing. FIBREBOARD designing is creating packages to meet the challenge of today's marketing ...to make your product "stand out."

FIBREBOARD PRODUCTS INC.

16 plants on the Pacific Coast

FIBREBOARD PRODUCTS INC

152

Home Office: 1789 Montgomery Street • San Francisco 11

Sales Offices: Baltimore • Boise • Denver • Fresno • Los Angeles • New York • Oakland • Philadelphia
Phoenix • Portland • Sacramento • Salem • Salt Lake City • San Diego • San Francisco • San Jose • Seattle • Stockton • Yaki